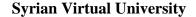
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**Course Description: Marketing** 

#### 1- Basic Information:

Course Name	Marketing
Course ID	MKG.15
<b>Contact Hours (Synchronized Sessions)</b>	28
Contact Hours with the tutor outside the	17
Synchronized Sessions	17
<b>Contact Hours (Registered Sessions)</b>	
Exam	130
Registered Sessions Work Load	130
Synchronized Session Work Load	
Credit Hours	7
Course Level	6

#### 2- Pre-Requisites:

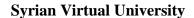
Course	ID
Non	Non

#### 3- Course General Objectives:

The course aims to introduce students to the marketing concept and its relationship to value, and to draw and plan the steps of the marketing process in organizations in a customer-oriented manner that benefits the company and the customer alike. It discusses the environmental forces that affect the company's ability to serve its market, consumer buying behavior. The course explains how companies identify attractive market segments, choose a target marketing strategy, and position their product for maximize competitive advantage. It also discusses how to design and mange marketing strategy. Finally, it discusses the different characteristics of services that distinguish them from tangible goods, and the marketing mix of service.



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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The ability to define the marketing concept and its relationship to value and distinguish between the various basic concepts associated with the marketing process, and to draw and plan the steps of the marketing process in organizations in a customer-oriented manner that benefits the company and the customer alike.
ILO2	To compare the levels of the Macro and Micro external environment and the internal environment of the company and distinguish between the factors specific to each of the three levels of the environment and its impact on the company's ability to achieve its objectives in the target markets within an environment that is constantly changing.
ILO3	Distinguish between internal factors and external factors that affect consumer behavior and compare the mechanism of purchasing decision-making among individual consumers and business consumers and the marketing implications of each.
ILO4	To determine the appropriate criteria for market segmentation, evaluate the level of attractiveness of the sectors resulting from the segmentation, propose appropriate strategies to be followed to target these sectors and formulate the position of the brand in the target segments based on the competitive advantage of the company.
ILO5	To design and evaluate product strategy, develop the new product according to a specific methodology, and manage products throughout their life cycle.
ILO6	Identify brand building steps and brand development strategies
ILO7	Identify the different pricing strategies, and the most important pricing decisions
ILO8	Identify the factors affecting the selection of distribution channels, and the ability to design appropriate distribution strategies
ILO9	Gain understanding of integrated marketing communication elements and, and the ability to design an appropriate integrated marketing communications mix
IL10	To analyze the different characteristics of services that distinguish them from tangible goods and to argue the need for a marketing mix for the service.

### 5- Course Syllabus (21hours of total Recorded Sessions, 28hours of total synchronized sessions)

• RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
	• Chapter One: Marketing Concept			Exercises	
	and the Marketing Process	No	No	<b>Assignments</b>	
ILO1		NO .		Seminars	Non
	<ul> <li>Chapter Two: Strategic Planning</li> </ul>	n	n	Projects	
	and Marketing Planning			Practices	



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					Others	
					Exercises	
	Chapter Three: The Marketing				<b>Assignments</b>	
11 02	Environment	No	No		Seminars	Non
ILO2	!		n		Projects	Non
					Practices	
					Others	
					Exercises	
	• Chapter Four: Individuals Buying				<b>Assignments</b>	
ILO3	behavior	No	No		Seminars	Non
ILOS	<ul> <li>Chapter Five: Business Buying</li> </ul>	n	n		Projects	NOII
	behavior				Practices	
					Others	
					Exercises	
					<b>Assignments</b>	
ILO4	• Chapter Six: Segmentation,	No	No		Seminars	Non
ILOT	Targeting and Positioning	n	n		Projects	11011
					Practices	
					Others	
					Exercises	
	Chapter Seven: Product Decisions			Ш	Assignments	
ILO5	Chapter Eight: New Product	No	No		Seminars	Non
	Development	n	n		Projects	
	•				Practices	
					Others	
					Exercises	
	• Chapter Nine: Building and	No	No		<u>Assignments</u>	
ILO6	Managing Brand	n	n		Seminars Projects	Non
		11	11		Projects Practices	
					Others	
					Exercises	
					<b>Assignments</b>	
	Chapter Ten: Pricing strategies				Seminars	
ILO7	Chapter Ten. I ffeling strategies	2	2		Projects	Non
					Practices	
					Others	
ILO8	Chapter Eleven: Distribution				Exercises	
	strategies	2	2		Assignments	Non
	<b>8</b>				Seminars	



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				Projects Practices Others	
ILO9	Chapter Twelve: Integrated			Exercises Assignments Seminars	
	marketing communication1 Chapter Thirteen: Integrated marketing communication2	4	4	Projects Practices Others	Non
IL10	Chapter Fourteen: Service Marketing	No n	No n	Exercises  Assignments Seminars Projects Practices Others	Non

### 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams		Rpt	Reports	
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Wo	rk			

ILO	ILO			Assessment Type					
Code		Intended Results	ISC	PW	Ex	PF2F	Rpt		
ILO1	The ability to define the marketing concept and its relationship to value and distinguish between the various basic concepts associated with the marketing process, and to draw and plan the steps of the marketing process in organizations in a customer-oriented manner that benefits the company and the customer alike.	<ul> <li>Defining the concept of value and its relevance to the success of the marketing process.</li> <li>Discussing the role of marketing in discovering the needs and desires of clients.</li> <li>Formulating the company's mission, defining its goals, and preparing marketing plans that reach the company to</li> </ul>	X	Non	X	Non	X		



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		achieve them					
ILO2	To compare the levels of the Macro and Micro external environment and the internal environment of the company and distinguish between the factors specific to each of the three levels of the environment and its impact on the company's ability to achieve its objectives in the target markets within an environment that is constantly changing.	<ul> <li>Analyzing environmental levels and environmental factors that affect marketing programs.</li> <li>To suggest ways in which the company can respond to environmental changes and developments</li> </ul>	X	Non	X	Non	X
ILO3	To distinguish between internal factors and external factors that affect consumer behavior and compare the mechanism of purchasing decision-making among individual consumers and business consumers and the marketing implications of each.	<ul> <li>Analyzing internal factors affecting behavior</li> <li>Analysis of the external factors affecting the behavior</li> <li>Distinguish the purchasing decision-making steps of individual consumers and business organizations and how the marketer responds to each other's decision-making mechanism</li> </ul>	X	Non	X	Non	X
ILO4	To determine the appropriate criteria for market segmentation, evaluate the level of attractiveness of the sectors resulting from the segmentation, propose appropriate strategies to be followed to target these sectors and formulate the position of the brand in the target segments based on the competitive	Determine the factors of market segmentation     Selecting the appropriate market sectors and determining the appropriate strategies to target	X	Non	X	Non	X



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	advantage of the company.	them • Discovering and identifying points that distinguish the company from its competitors and building the brand's position based on them.					
ILO5	To design and evaluate product strategy, develop the new product according to a specific methodology, and manage products throughout their life cycle.	<ul> <li>Take appropriate decisions regarding the design of the company's product mix</li> <li>Develops new products and tests them prior to commercial launch</li> <li>Designs and evaluates the appropriate marketing strategies at each stage of the product life cycle</li> </ul>	X	Non	X	Non	X
ILO6	Identify brand building steps and brand development strategies	<ul> <li>Identify brand building steps</li> <li>Identify brand development strategies</li> </ul>	Non	Non	Non	Non	Non
ILO7	Identify the different pricing strategies, and the most important pricing decisions	•Identify the different pricing strategies •Identify the most	X	Non	X	Non	X



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		important pricing decisions					
ILO8	Identify the factors affecting the selection of distribution channels, and the ability to design appropriate distribution strategies	•Identify the factors affecting the selection of distribution channels •ability to design appropriate distribution strategies	X	Non	X	Non	X
ILO9	Gain understanding of integrated marketing communication elements and, and the ability to design an appropriate integrated marketing communications mix	<ul> <li>Analyze the integrated marketing communication elements</li> <li>Ability to design an appropriate integrated marketing communications mix</li> </ul>	X	Non	X	Non	X
IL1O	To analyze the different characteristics of services that distinguish them from tangible goods and to argue the need for a marketing mix for the service	Analyze the services' characteristics and conclude the marketing implications of each.     Distinguish additional tools for service marketing mix	X	Non	X	Non	X



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#### **7- Practice Tools:**

<b>Tool Name</b>	Description
Non	Non

#### **Main References:**

- 1- Kerin, R. and Hartly, S. (2018), Marketing the Core, McGraw-Hill Irwin.
- **2-** Kotler, P. and Armstrong G. (2014), Principles of Marketing, 15th Edition, Pearson Education Limited, New Jersey, USA
- **3-** Kotler, P., Armstrong, G. (2018), Principle of Marketing, 17th Edition, Pearson Education Limited.
- **4-** Kotler P. and Killer K.L. (2016), Marketing management, 15th Edition, Pearson Education, England



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#### **Additional References:**

- -1 ایتزل، مایکل. ووکر، بروس. ستانتون، وبلیام. (2006). التسویق، مکتبة لبنان ناشرون، لبنان.
  - 2- ديب، حيان، (2017)، مدخل إلى التسويق، الجامعة الافتراضية السورية، دمشق، سورية.
- 3- عزام، زكريا وحسونة، عبد الباسط والشيخ، مصطفى. (2009). مبادئ التسويق الحديث بين النظرية والتطبيق، دار الميسرة للنشر والتوزيع، عمان.
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  - Grewal Dhruv, Levy Michael (2017), Marketing, 5th Edition, McGraw-Hill -5 Education.
  - Kerin Roger A., Hartley Steven W. (2017), Marketing, 13th Edition, McGraw-Hill **-6** Education.
    - Kurtz David L. (2012), Contemporary Marketing, 15th Edition, South-Western -7 Cengage Learning.
- Lamb, CH. Hair, J. and McDaniel, C.(2011), Essentials of Marketing, 7th Edition, -8 Cengage Learning.
- Pride William M., Ferrell O.C. (2016), Marketing, 18th Edition, Cengage Learning. **-9** Solomon, M. (2018). Consumer Behavior: Buying, Having, and Being, 12th **-10** Edition, Global Edition, Pearson Education Limited, USA.

