

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and scientific research		وزارة التعليم العالي والبحث العلمي
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Course Description: Marketing

1- Basic Information:

Course Name	Marketing
Course ID	MKG.15
Contact Hours (Synchronized Sessions)	28
Contact Hours with the tutor outside the Synchronized Sessions	17
Contact Hours (Registered Sessions)	130
Exam	
Registered Sessions Work Load	
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 manage 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
ILO10	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
ILO1	<ul style="list-style-type: none"> • Chapter One: Marketing Concept and the Marketing Process • Chapter Two: Strategic Planning and Marketing Planning 	No n	No n	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	Non

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				<input type="checkbox"/> Others	
ILO2	<ul style="list-style-type: none"> Chapter Three: The Marketing Environment 	No	No	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
ILO3	<ul style="list-style-type: none"> Chapter Four: Individuals Buying behavior Chapter Five: Business Buying behavior 	No	No	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
ILO4	<ul style="list-style-type: none"> Chapter Six: Segmentation, Targeting and Positioning 	No	No	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
ILO5	<ul style="list-style-type: none"> Chapter Seven: Product Decisions Chapter Eight: New Product Development 	No	No	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
ILO6	<ul style="list-style-type: none"> Chapter Nine: Building and Managing Brand 	No	No	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
ILO7	Chapter Ten: Pricing strategies	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
ILO8	Chapter Eleven: Distribution strategies	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars	Non

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				<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO9	Chapter Twelve: Integrated marketing communication1 Chapter Thirteen: Integrated marketing communication2	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Non
IL10	• Chapter Fourteen: Service Marketing	No n	No n	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> 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 Work		

ILO Code	ILO	Intended Results	Assessment Type				
			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 style="list-style-type: none"> Defining the concept of value and its relevance to the success of the marketing process. Discussing the role of marketing in discovering the needs and desires of clients. Formulating the company's mission, defining its goals, and preparing marketing plans that reach the company to 	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 style="list-style-type: none"> Analyzing environmental levels and environmental factors that affect marketing programs. To suggest ways in which the company can respond to environmental changes and developments 	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 style="list-style-type: none"> Analyzing internal factors affecting behavior Analysis of the external factors affecting the behavior Distinguish the purchasing decision-making steps of individual consumers and business organizations and how the marketer responds to each other's decision-making mechanism 	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	<ul style="list-style-type: none"> 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.	<p>them</p> <ul style="list-style-type: none"> • 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 style="list-style-type: none"> • Take appropriate decisions regarding the design of the company's product mix • Develops new products and tests them prior to commercial launch • Designs and evaluates the appropriate marketing strategies at each stage of the product life cycle 	X	Non	X	Non	X
ILO6	Identify brand building steps and brand development strategies	<ul style="list-style-type: none"> • Identify brand building steps • Identify brand development strategies 	Non	Non	Non	Non	Non
ILO7	Identify the different pricing strategies, and the most important pricing decisions	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> 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 style="list-style-type: none"> Analyze the integrated marketing communication elements Ability to design an appropriate integrated marketing communications mix 	X	Non	X	Non	X
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	<ul style="list-style-type: none"> 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:

Tool Name	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- ايتزل، مايكل. ووكر، بروس. ستانتون، ويليام. (2006). التسويق، مكتبة 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.

4- Grewal Dhruv, Levy Michael (2017), Marketing, 5th Edition, McGraw-Hill Education.

5- Kerin Roger A., Hartley Steven W. (2017), Marketing, 13th Edition, McGraw-Hill Education.

6- Kurtz David L. (2012), Contemporary Marketing, 15th Edition, South-Western Cengage Learning.

7- Lamb, CH. Hair, J. and McDaniel, C.(2011), Essentials of Marketing, 7th Edition, Cengage Learning.

8- Pride William M., Ferrell O.C. (2016), Marketing, 18th Edition, Cengage Learning.

9- Solomon, M. (2018). Consumer Behavior: Buying, Having, and Being, 12th Edition, Global Edition, Pearson Education Limited, USA.