

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Syllabus

1– Basic Information:

Course Name	Industrial and Technological Marketing
Course ID	ITM
Contact Hours (Registered Sessions)	15
Contact Hours (Synchronized Sessions)	16
Mid Term Exam	–
Exam	1h15min
Registered Sessions Work Load	15
Synchronized Session Work Load	16
Credit Hours	4

2– Pre–Requisites: No pre–requisite is needed.

3– CourseObjectives:

The course aims to highlight the importance of marketing in production facilities. It defines the concepts, meaning and importance of industrial and technological marketing, the types of marketing mix, elements of each type, and the differences between industrial marketing and consumer marketing. Product development is addressed throughout the course, inclusive of market feedback, product evaluation, opportunity assessment, prototyping, field trials and marketing testing, and product launch. The course also shows the most important trends in marketing, especially using the Internet networks and social networks.

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Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Master the basic concepts of industrial marketing and procurement in institutions.
ILO2	Understanding different marketing concepts / philosophies of marketing management
ILO3	Be able to design an appropriate marketing mix.
ILO4	Have a good knowledge of contemporary issues in the world of industrial marketing, especially the use of digital media tools and the Internet, as well as the importance and role of conformity assessment in facilitating export operations.

4- Course content (15 hours of synchronized sessions)

Chapter Number	Chapter Title	Summary	ILO
1	Introduction to the World of ITM		ILO1
2	Definitions, The Objective of Marketing, Marketing utilities		ILO1
3	Marketing Concepts		ILO2
4	Types of Marketing Mix		ILO2
5	Elements of Marketing Mix - Product		ILO3
6	Elements of Marketing Mix – Place/Distribution		ILO4
7	Elements of Marketing Mix - Promotion		ILO4
8	Elements of Marketing Mix - Price		ILO4
9	Target Marketing Strategies		ILO4

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10	Rural Marketing Mix		
11	Marketing Management	Marketing Performance Measurement Customer Relationship	
12	Industrial Marketing		
13	High Technology Marketing Branding in High-Tech Markets		
14	Intellectual Property Considerations		
15	Maintaining a Culture of Innovativeness	New Product Development Adoption and Diffusion of Innovations Crossing the Chasm	
16	Conformity assessment	Conformity assessment bodies Benefits of accredited conformity assessment	

5- Assessment Criteria (Related to ILOs)

ILO codes	Intended Learning Outcomes	Home work	Synchronized Sessions	Exam
	To achieve ILO the student should be able to:			
ILO1	Giving definitions and basic terms in marketing	*	*	*
	Understand the benefits offered by marketing	*	*	*
		*	*	*
ILO2	Understand the historical context of the development of marketing philosophies.	*	*	*
	- Deep distinction between the concepts of production, Product, sales, marketing, social marketing, environmental marketing.	*	*	*
LO3	Understanding the components and dimensions of the production mix, the product life cycle,	*	*	*

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	product classification criteria, etc.			
	Understand distribution concepts, role of intermediaries and different forms of distribution channels	*	*	*
	Highlight the different elements of the promotional mix (advertising, personal selling, promotion, PR, direct selling, etc.) and the use of each.		*	*
	Understand the importance of price, costing items, pricing objectives and mechanisms and the factors influencing it		*	*
ILO4	Understand the processes and steps of market fragmentation and strategies for identifying target markets	*	*	*
ILO4	Explain the difference between industrial marketing and consumer marketing.		*	*
ILO4	Explain rural mix elements.		*	*
	Identify the marketing of high-technology innovations and High-tech marketing		*	*
	Recognize the importance of conformity assessment mechanisms and bodies in promoting the various products of our local industries		*	*

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6- Practice Tools

Name	Function

7- Main References

- All content of the course can be downloaded from Moodle course page as Pdf files and registered sessions.
- Synchronized sessions.

8- Additional References