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| 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:

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| 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