

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: Introduction to Marketing

1- Basic Information:

Course Name	Introduction to Marketing
Course ID	BMK401
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	36
Synchronized Session Work Load	18
Credit Hours	4
Course Level	4

2- Pre-Requisites:

Course	ID
Introduction to Management	BMN401

3- Course General Objectives:

The course aims to introduce the learner to the concept of marketing and its stages of development, the concept of the general marketing environment and the characteristics of the marketing environment, in addition to consumer knowledge and behavior and the benefits of studying consumer behavior for individuals and organizations, studying the types of purchasing decisions, and understanding the factors affecting consumer behavior. Understand the marketing information system and marketing information system data sources, and understand the types of marketing research and the stages of marketing research preparation. Knowing the concept of the product, understanding the new product development policies, analyzing the decisions to develop the new product, the method of developing them, and applying the stages of the product life cycle and product quality. Distinguishing the quality of the product, understanding the role of packaging, its objectives and benefits in the success of companies, understanding the methods of product coding and differentiation, identification policies for products, and providing warranty and service services for products.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	They remember the concept of marketing and its stages of development, understand the difference between selling and marketing orientation, and analyze and understand the basic concepts of marketing. Knowing and understanding the role and functions of marketing, the basic benefits of marketing, the importance of marketing, its goals and future marketing
ILO2	It analyzes the concept of the general marketing environment and the characteristics of the marketing environment, and understands the elements of the internal environment and the external direct and indirect environment. Knowing the market, its benefits, its stages, the foundations of segmentation of consumer markets, and understanding the segmentation of business organizations' markets and markets
ILO3	Knowing the consumer and his behavior and the benefits of studying consumer behavior for individuals and organizations, studying types of purchasing decisions, and understanding the factors affecting consumer behavior. Understanding the marketing information system and the marketing information system data sources and explaining the concept of marketing research and its fields, and understanding the types of marketing research and the stages of preparing the marketing research.
ILO4	Knowing the product concept and understanding the new product development policies and analyzing the new product development decisions and the method of developing them and applying the stages of the product life cycle and product quality. It distinguishes product quality and understanding the role of packaging, its objectives and benefits in the success of companies, and accommodates methods of coding and distinguishing the product, identification policies for products, and providing warranty and service services for products.
ILO5	Knowing the concept of price, understanding its importance of pricing and price targets, understanding types of prices, applying the most important methods of determining the price, and knowing the most important tactical methods in pricing.
ILO6	Remember the concept of marketing communications, know its importance and objectives, understand the elements of marketing communication, and explain the concept of marketing communication strategy, types of marketing communication and the ingredients for its success.
ILO7	Knowing the importance and objectives of advertising and means of publicity,

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	understanding the functions of personal selling and the role and functions of public relations in addition to knowledge of sales activation and its tools, and finally an understanding of direct marketing and methods of its application.
ILO8	It researches distribution channels and outlets and the importance and objectives of the distribution process for products. It also explains the basic functions of distribution channels for products, and learns about the role of distribution institutions and methods of applying the physical distribution of products and its components.
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5- Course Syllabus (24 hours of total Recorded Sessions, 18 hours 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"> • The nature of marketing The concept of marketing The role of marketing (functions - benefits - importance - goals - marketing position) 	4	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	
ILO2	<ul style="list-style-type: none"> • Marketing environment • Study the market and its segmentation 	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	The first function: a practical case in order to build a plan to study a marketing environment for a company and the market in which it operates that the student chooses and organizes, with the suggestion of the guiding methods that will be used within the context of the marketing environment business

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					plan, proposing a market segmentation method that he deems appropriate for the company, and providing justifications according to his options.
ILO3	<ul style="list-style-type: none"> • consumer's behaviour • Marketing information systems and marketing research 	4	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	
ILO4	<ul style="list-style-type: none"> • Product packaging and coding policies • Product and development 	4	4	<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	The second function: Assigning students to search for creative ideas on product development on the Internet and in articles and books, and preparing them under the supervision of the teacher, so that they can share with their colleagues during the lecture before the teacher explains it.
ILO5	<ul style="list-style-type: none"> • Marketing Communications 	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	
ILO6	<ul style="list-style-type: none"> • The elements and mix of marketing communications 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars	

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				<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO7	• Pricing and setting prices	4	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	The third function: It is a practical case of the reality of a particular company, in which a set of questions are asked related to the pricing methods on which it depends and to suggest the best suitable marketing method for it.
ILO8	• Distribution channels	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	

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 student concludes the distinct ideas and principles of each of the different marketing trends in marketing practice and analyzes the viability of these marketing principles and their benefit from them.	The student compares the selling orientation and the marketing orientation, applying these principles and	x		x		x

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		benefiting from them, and distinguishes the elements of the marketing mix and the client's requirements. The student analyzes, through discussion with the teacher, to determine the main benefits of marketing, the applicability or non-applicability of marketing ideas in the current business environment.					
ILO2	Distinguish the foundations of market segmentation, analysis of the marketing environment, and criteria for applying the foundations of market segmentation to companies based on the marketing environment in which they operate.	The student distinguishes the direct and indirect elements of the external environment. The student selects the retail criteria that are compatible with the company and market situation. The	x		x		

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		student assesses the segmentation criteria of consumer and available business markets.					
ILO3	In discussion with the teacher, the student analyzes consumer and consumer behavior And methods of conducting marketing research and their applicability.	The student distinguishes between consumer and consumer behavior, the student analyzes the stages of the purchasing decision-making process and the types of decisions. The student analyzes and evaluates the sources of the marketing information system data.	x		x		x
ILO4	Remember the vocabulary of the scientific content of the product and the coding and complementary policies of the product applied by companies.	The student distinguishes between the dimensions of good quality and service quality. The student evaluates the identification, warranty,	x	x	x		

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		service, warranty and service. The student chooses the appropriate brand for the type of product by answering direct questions. Others are my conclusions.					
ILO5	Examines marketing communications	The student analyzes and evaluates methods of marketing communications by answering direct questions and others are deductive	x		x		x
ILO6	It analyzes the components and mixes of communications, and their application methods.	The student remembers the elements, mixtures of communications, and methods of their application. It evaluates the elements of marketing communications and their application.	x		x	x	
ILO7	The student uses the concepts of pricing and price	The student analyzes and	x		x		x

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	determination and analyzes the factors affecting them.	evaluates tactical approaches to pricing. By answering direct questions and others are my deductions					
ILO8	Analysis and study of distribution channels and their methods.	The student distinguishes between push and pull strategy and its implementation. The student analyzes and evaluates among the elements of the physical distribution.	x		x		x
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7- Practice Tools:

Tool Name	Description
nothing	-

8- Main References

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