

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 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	48
Synchronized Session Work Load	18
Credit Hours	5
	4

2- Pre-Requisites:

Course	ID
Fundamentals of Management	BMN401

3- Course General Objectives:

The course aims to introduce students to the marketing concept and marketing process. It discusses the environmental forces that affect the company's ability to serve its market, consumer buying behavior, and business 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.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The students should be able to explain the basic concepts of marketing, and the steps in the marketing process for building profitable relationships with targeted consumers.
ILO2	The student should be able to examine the environmental forces that affect the company's ability to serve its customers.
ILO3	The student should be able to analyze the consumer buying behavior and business buying behavior, and argue the factors that influence it.
ILO4	The student should be able to plan and propose how companies identify attractive market segments, choose a target marketing strategy, and position their product for maximize competitive advantage.
ILO5	The students should be able to design and evaluate marketing strategy

5- Course Syllabus (24sessions hours of total Recorded Sessions;18hours of total synchronized)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter1:Marketing concept and the marketing process Chapter2:Strategic marketing planning	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	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO2	Chapter3: The marketing environment Chapter4: Managing marketing information	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	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO3	Chapter5: Consumer behavior Chapter6: Business to business marketing	4		<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	The course homework is a practical case, through which we aim to help the student to solve practical cases.

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				<input type="checkbox"/> Others	
ILO4	Chapter7: Segmentation and targeting	2		<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO5	Chapter8: Product strategies Chapter9: New product development and product life cycle strategies Chapter10: Pricing strategies Chapter11: Distribution strategies Chapter12: Integrated marketing communication	10		<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.

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 students should be able to explain the basic concepts of marketing, and the steps in the marketing process for building profitable relationships with targeted consumers.	Define the marketing concept.	X		X		X
		Understand the customer needs, wants, and the market place	X		X		X
		Explore marketing' role in strategic planning	X		X		X
ILO2	The student should be able to examine the environmental forces that affect the company's ability to serve its customers.	Analyze the environmental forces that affect marketing programs .	X		X		X
		Discuss how companies can react to the	X		X		X

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		marketing environment					
		Define the marketing information system and discuss its parts.	X		X		X
		Know how to conduct a marketing research.	X		X		X
ILO3	The student should be able to analyze the consumer buying behavior and business buying behavior, and argue the factors that influence it.	Define the consumer market and argue the major factors that influence consumer buying behavior	X		X		X
		Define the business market and argue the major factors that influence consumer buying behavior	X		X		X
ILO4	The student should be able to plan and propose how companies identify attractive market segments, choose a target marketing strategy, and position their product for maximize competitive advantage.	Define the steps of target marketing.	X		X		X
		Assess the major bases for segmentation.	X		X		X
		Discuss how companies position their product for maximize competitive advantage	X		X		X
ILO5	The students should be able to design and evaluate marketing	Design and evaluate product	X		X		X

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strategy	strategy					
	Developing new products, and managing products through their life cycles	X		X		X
	Developing and managing pricing strategy	X		X		X
	Design and evaluate distribution strategy	X		X		X
	Developing and managing integrated marketing communication.	X		X		X

7- Practice Tools:

Tool Name	Description

8- Main References

<ol style="list-style-type: none"> 1. Kerin, R. and Hartly, S. (2016), <u>Marketing The Core</u>, McGraw-Hill Irwin. 2. Kotler, P. and Armstrong G. (2014), <u>Principles of Marketing</u>, 15th Edition, Pearson Education Limited, New Jersey, USA 3. Kotler, P., Armstrong, G. and Opresnik ,M. O. (2018), <u>Principle of Marketing</u>, 17th Edition, Pearson Education Limited. 4. Kotler P. and Killer K.L. (2015), <u>Marketing management</u>, 15th Edition, Pearson Education, England

9- Additional References

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1- إيتزل، مايكل؛ ووكر، بروس؛ و ستانتون، ويليام، (2006)، التسويق، مكتبة لبنان ناشرون، بيروت، لبنان.

2- ديب، حيان، (2017)، مدخل إلى التسويق، الجامعة الافتراضية السورية، دمشق، سورية.

3- عزام، زكريا و حسونة، عبدالباسط و الشيخ، 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.