



Master Marketing Program-Course Description- Faculty of Economics and Administrative Sciences

1307703 Marketing Management

This course contains a study of the concepts and trends of modern marketing and methods of disposal for the management of marketing activity which is involved to make decisions and deal with problems, situations and the application of marketing concepts in strategic marketing and service adapted to the circumstances of the institution. It will discuss the following topics : intellectual trends in contemporary marketing, consumer behavior and its determinants, strategic thinking and methodology in marketing, strategic planning and its components, the marketing environment, and analysis of its components, planning the markets: identify target market and analysis of marketing opportunities, product planning and the role of its life cycle and innovate new products, price policy planning , Distribution: Design of systems and policies, promotion and planning the sale effort, negotiation and bargaining processes, marketing research and marketing information systems.

1307723 Consumer Behavior

This course address the following topics: Introduction to consumer behavior, market segmentation, motivations and personal needs, demographics and psychological factors, learning theories and their applications, perception, trends, composition and change, communication, family and reference groups, social class and original cultures and sub-cultures ,lead the opinion and the innovation, stages of decision resolution, pass information.

1307724 International Marketing

The course contains the following topics: the nature and scope of international marketing, theories of foreign trade, international marketing environment, political, economic and social development, marketing research and information system, analysis the market and entry strategies for foreign markets, strategies, marketing mix, sources of finance and financial markets, and exchange of currencies and exchange rates and international negotiation.

1307725 Marketing Strategies



The course contains the following topics: strategic marketing, strategic planning, analysis, situational, financial analysis, definition and market analysis, analysis of the final consumer, industrial, analysis of the strategic situation and competition strategy, target market, strategies, marketing mix, and a plan of strategic marketing, implementation and evaluation of strategies.

1307726 Services Marketing

The course contains the following topics: the nature of marketing services, environment and marketing services, develop new services, marketing research and services, management of marketing services, measurement of productivity in services, strategies, service management, the human aspect in the marketing of services, failure in the marketing of services, and cases from the environment of Jordan.

1307727 Integrated Marketing Communications

the content of this course includes an analytical study of the origins and scientific concepts to promote trade, as well as to study the practical aspects. This course with the marketing plan strategy, and within the context of this content, it will study the following topics: a general introduction to the trade promotion, promotion as a system of persuasive communication, theoretical approaches to persuasive communication, promotion of trade and its role in marketing planning, business planning, strategic planning, advertising and trade promotion role, different means to sales promotion.

1307780 Advanced Topics in Marketing

This course contains the study subjects and modern marketing in specific and very specialized, such as: green marketing, social, blue, singles, pink ... Etc., and the expansion of coverage of both theoretical and applied research, and so the student can use information in integrated display and point of view and the idea of a scientific and systematic analysis.

1307702 Research Methodology in Administrative Science

This course covers the definition of scientific research and explains its importance, types and steps and curricula. It's also dealing with the sources and methods of data collection and data analysis methods, as well as methods of sampling and assessment, all parametric statistical methods and non parametric that can be used in the analysis.

1307704 Advanced Financial Management



This course deals with the main essence of financial management in public shareholding companies. Also it includes the introduction of accounting finance-related course describes how to evaluate investment opportunities in the financial markets, and also provides a basic measure of risk. As well as financial models will be used for the trade-off between return and risk. Finally, an analysis of the course will be provided with topics directly related subjects to the efficient financial markets and the policies of the distribution of profits and capital structure.

1305716 Advanced Organization Behavior

This course includes the following topics: the individual dimension in organizational behavior (cognition, attitudes, values, personality, learning, work stress, and frustration), the collective dimension in organizational behavior (types of the group, the reasons for its composition, the structure of the group), the distance organizational in organizational behavior (organizational structure, communication, leadership, motivation) and the environmental dimension in organizational behavior (types of environment, elements of the environment, environmental uncertainty, and strategies of the organization in dealing with their environment), and finally the future of organizational behavior.

1305712 Strategic Management

This course contains the study of strategies for the company in terms of design and implementation through the study of internal and external environmental factors, the course will focus on scientific analysis of the departments of different functional.

1303718 Advanced Managerial Accounting

In this course, the subjects will includes cost and of the product and the cost of activities and budgets . Evaluation of performance and price. In addition there is modern subjects such as the cost of activities and profit analysis of the client, target cost, and cost management strategy.

1305718 Advanced Productions and Operation Management

This course covers several topics such as forecasting, planning, production capacity, and uses queuing theory and locate facilities, the procedure of order, and design employment, labor standards, production, scheduling, inventory control, quality control, planning needs of materials, maintenance, and automated system, with special focus on the use of roads quantity.

