Zarqa University
Faculty: Faculty of Economics and Administrative Sciences
Department: Electronic Marketing and Social Media

Program: (BA/MA): BA
Major : Electronic Marketing and Social Media
Plan no:10

Skills Matrix

Courses / Skills	Second Year										Third Year									Fourth Year									
	Marketing Management	Business Marketing	Health and Medical Marketing In English	Introduction in Islamic Marketing	Consumer Behavior	Services Marketing	Distribution Channels	Personal Selling	Customer Relationship Managemen	Social Media Marketing	Sales Management	Material Managemen	Pricing Policies	Planning & Development of Produc	Banking Marketing	Marketing Communications	Hotel & Tourism Marketing	Marketing Search Engine	Mobile Marketing	Marketing Strategies	Contemporary Issues in Marketing	Marketing Information Systems	Technology and Modern Marketing	E-Marketing	International Marketing in English	Marketing Research	E-Web Design	Graphic Design	Practical Training
knowledge																													
K1. concepts and terminology	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
K2. translate the marketing idea	x	x	x	x	x	x	x	x	x	x				x	x			x	x	x	x	x	x	x		x	x	x	x
K3. Focus on modern scientific methods in translating	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
K4. Employ theoretical knowledge in application	x	x		x	x	x		x	x	x			x		x	x	x	x	x	x	x	x	x	x		x	x	x	
K5. Focus on strong relationships	x	x	x	x	x	x	x	x	x	x	x	x	x		x			x	x	x						x	x	x	
skills:																													x
S1 . Application of the course				x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
S2. Solving problems	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x		x	x	x		x	x	x		x	x	x	
S3. Work to take responsibility in personal	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x		x	x		x	x	x	x	x
S4. Listen to the views of customers	x	x	x	x	x	x	x	x	x	x	x		x		x			x	x	x	x					x	x	x	x
S5 . Encouraging teamwork	x	x	x	x	x	x	x	x		x			x					x	x	x	x		x		x	x	x		
competences																													x
C1. Ability to have skills appropriate to knowledge in a variety of contexts	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x		x		x	x	
C2. Ability to work independently	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	x	x	x	x	
C3. The ability to take responsibility for self-learning	x	x	x		x		x	x		x	x	x	x	x	x	x	x	x	x	x	x	x			x		x	x	x
C4. The ability to understand multiple points of view	x	x	x		x		x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x