



Jordan University of Science and Technology
Faculty of Computer & Information Technology
Computer Information Science Department

CIS 285: Marketing
Spring (Second) 2016

Course Catalog

3 Credit hours (3 h lectures). This course introduces students to the main concepts in marketing. After being aware to the importance of marketing, they will learn about the marketing mix and its relationship with the marketing concept. They will learn about the environmental scanning and analysis of the environmental forces including economical, political and technological. They will learn the role of information technology in improving marketing performance, customer relationship management, and marketing research. Finally, the students will learn about the consumer buying decision process and the factors affecting it.

Course Information

Course Title	Marketing
Course Number	CIS 285
Prerequisites	CIS 150
Course website	www.just.edu.jo/~suzan

Text Book(s)

Title	Marketing: Concepts and Strategies
Author(s)	William Pride and O.C. Ferrell
Publisher	Houghton Mifflin Company
Year	2006
Edition	5 th edition

References

Books	
Internet links	
Course Notes	http://www.just.edu.jo/~suzan

Instructors	
Instructor	Suzan Bdour bsuzan@just.edu.jo
Office Location	Medical building, Ph2 level -0
Office Phone	720-1000 ext: 23519
E-mail	bsuzan@just.edu.jo

Class Schedule & Room				
Section	Time	Days	Room	Instructor
1	9:15 - 10:15	Sun,Tue,Thu	SF 08	Suzan Bdour

Office Hours		
Instructor	Days	Time
Suzan Bdour	Sunday, Tuesday, Thursday	11:15 - 12:15
	Monday, Tuesday	11:15 - 12:15

Teaching Assistant(s)	
Instructor	Assistant
Suzan Bdour	none

Topics Covered		
The schedule is subject to change depending upon the actual class dynamics and workflow during the semester		
Topics	Chepters in Text	Week number
Overview of marketing	Ch 1	1, 2
Marketing management	Ch 2	3, 4, 5
The business environment	Ch 3	6
Social responsibility and ethics	Ch 4	7
Customer relationship management	Ch 6	8
Marketing research and information systems	Ch 7	9, 10
Target markets	Ch 8	11
Consumer buying behavior	Ch 9	12, 13
Branding and packaging	Ch 13	14, 15

Course Objectives				
No.	Object	Mapping Course Outcome	Mapping Program Outcome	Assessment Methods
1	Appreciate the role of marketing for any organization	1, 2, 3, 10, 20, 21,	1	Quizzes, Exams
2	Understand the business environment and its effect on marketing	4, 5, 6, 7, 8, 9	2, 6, 7	Quizzes, Exams
3	Understand the consumer as the core of marketing	16, 17, 18, 19	2, 6, 8, 9	Quizzes, Exams
4	Learn the role IT is playing in marketing	11, 12, 13, 14, 15	2, 4, 5, 10, 11	Quizzes, Exams

Course Outcomes		
No.	Outcome	Related Chapters
1	Be able to define marketing	Ch 1
2	Be able to explain the marketing mix	Ch 1
3	Be able to explain the marketing concept vs. other concepts	Ch 1
4	Be able to discuss the application of management in marketing	Ch 2
5	Be able to define a mission of an organization	Ch 2
6	Be able to explain environmental scanning and analysis	Ch 3
7	Be able to discuss the several environmental forces	Ch 3
8	Be able to explain the pyramid of corporate social responsibility	Ch 4
9	Be able to discuss several social responsibility issues such as green marketing and community relations	Ch 4
10	Be able to describe the role of social responsibility and ethics in improving marketing performance	Ch 4
11	Be able to explain how electronic marketing and information technology can facilitate customer relationship management.	Ch 6
12	Be able to explain the basic steps in conducting marketing research.	Ch 7
13	Be able to discuss the fundamental methods of gathering data for marketing research	Ch 7
14	Be able to describe the nature and role of information systems in marketing decision making	Ch 7
15	Be able to explain how such tools as databases, decision support systems, and the internet facilitate marketing research	Ch 7
16	Be able to describe the major segmentation variables	Ch 8
17	Be able to discuss the factors that influence the selection of specific market segments for use as target markets	Ch 8
18	Be able to describe the stages of the consumer buying decision process	Ch 9
19	Be able to explain social influences that affect the consumer buying decision process	Ch 9
20	Be able to explain the value of branding	Ch 13
21	Be able to discuss the types of brands and their benefits	Ch 13

Program Outcomes	
No.	Outcome
1	An appropriate mastery of the knowledge, techniques, skills, and modern tools of their disciplines
2	An ability to apply current knowledge and adapt to emerging applications of mathematics, science, engineering, and technology
3	An ability to critically analyze a business problem within its unique context
4	An ability to design regular or innovative IT-based solutions
5	An ability to identify, analyze and solve technical problems
6	An ability to function effectively and efficiently on teams of different specialties
7	A recognition of the need for, and an ability to engage in lifelong learning
8	An ability to understand professional, ethical and social responsibilities
9	A respect for diversity and a knowledge of contemporary professional, societal and global issues
10	A commitment to quality, timeliness, and continuous improvement
11	An ability to participate and/or supervise the implementation of IT-based solutions

Evaluation		
Assessment Tool	Expected Due Date	Weight
Homework	Upon notification	0%
quizzes	Determined over the semester	10%
First Exam	According to the department schedule	25 %
Second Exam	According to the department schedule	25 %
Final Exam	According to the University final examination schedule	40 %

Policy	
Attendance	Attendance is very important for the course. In accordance with university policy, students missing more than 10% of total classes are subject to dismissal. Penalties may be assessed without regard to the student's performance. Attendance will be recorded at the beginning or end of each class.
Home works	Students are expected to keep up with the material as it is presented and submit assignments on time.
Exams	All exams will be CLOSE-BOOK. The date of exams will be announced ahead of time.

Prepared by: Suzan Bdour

Last Modified: Feb 7, 2016