

*Philadelphia University*  
*Faculty of Administrative & Financial Sciences*  
*Department of marketing*

# **Marketing Department**

## **Undergraduate Handbook**

**2009- 2010**

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## I. Introduction

This handbook contains important general information for students undertaking the Undergraduate Degree program in the Department of Marketing. During the academic year 2009 / 2010, this handbook will be made available on paper and on the web.

Your degree program is subject to regulations contained in the **University Student Guide**. This departmental handbook interprets the regulations and your tutors may give advice, but the University Student Guide defines the regulations.

## II. Important Dates

### 1. Registration:

Admission criteria are issued by the Higher Education Council, which governs all private universities (55% in the Tawjihi exam). First year students must attend the University and they will be given a full timetable for the introductory activities. Departmental and University registration must be completed at the time specified in the introductory timetable (shown below). Returning students must also register in the times specified during the introductory week.

### 2. Session Dates 2009/2010

#### A. FIRST TERM

Begins: Tuesday 11<sup>th</sup> October 2009

Ends: Thursday 7<sup>th</sup> January 2010

The first semester includes

- Teaching, learning, and assessment activities in Marketing, will run for 16 weeks, from Sunday 7<sup>th</sup> October 2009 to Thursday 7<sup>th</sup> January 2010.
- There are 4 holidays namely on 27 November – 1<sup>st</sup> December 2009, 8<sup>th</sup> – 14<sup>th</sup> January 2010, 25<sup>st</sup> + 1<sup>st</sup> January 2010,

#### B. SECOND TERM

Begin: Monday 15<sup>th</sup> February 2010

End: Thursday 10<sup>th</sup> June 2010

The second semester includes

- Teaching, learning, and assessment activities in Hospital

Management will run for 16 weeks, from Sunday 15<sup>th</sup>

February 2009 Tuesday 9<sup>th</sup> June 2009.

- There are 3 holidays on 8<sup>th</sup> March, 1<sup>st</sup> May, and, 25<sup>th</sup> May 2009.

### C. SUMMER TERM

Begin: Sunday 27<sup>th</sup> June 2009

End: Tuesday 24 August 2009

**Summer semester includes teaching, learning, and assessment activities, which will run from Sunday 27<sup>th</sup> June 2010 to Tuesday 24<sup>th</sup> August 2010.**

#### •Examination Periods

**First Semester, Sunday 24<sup>th</sup> January to Sunday 31<sup>th</sup> January, 2010.**

**Second Semester - Sunday 1<sup>st</sup> June to 8<sup>th</sup> June, 2010.**

**Summer - Sunday 15<sup>th</sup> August to Thursday 19<sup>th</sup> Thursday, 2010.**

### 3. Timetable

The lecture timetable is published separately from this book. Whilst every attempt is made to schedule reasonable combinations of course units (modules), various constraints make some combinations and outside options impossible. If you have a timetable problem, please consult your personal tutor in the first instance.

## III. Scope and Input Resources

#### **Mission of the Faculty:**

The Faculty is committed to provide opportunities for students to obtain a high quality degree level education in a wide range of Business related disciplines, through properly resourced structures which support a vibrant community of well qualified individuals who are charged with the responsibility of providing appropriate education to the students in the Faculty.

#### **Faculty Goals**

- To provide an opportunity for suitably qualified students to pursue higher education in the fields of Accounting, Business Administration, Banking & Finance, Marketing, Business Networking and Systems Management, Hotel & Tourism Management, Hospital Management, and Library & Information Science
- To provide and maintain management structures which facilitate and encourage the process of learning and teaching.
- To promote scholarly and research activities in Hospital Management Sciences and other fields of business.
- To inculcate a spirit of team work and cooperation amongst staff, students and other participants in the Faculty
- To set and meet high standards in the provision of education and related activities through formal and systematic Quality Assurance procedures

#### **Mission of the Department**

The mission of Marketing Department at Philadelphia University is to provide a broad-based marketing education that prepares graduates for life-long learning and professional growth throughout their career to effectively operate in a diverse business environment, and leads to a well recognized graduate qualification.

### **Aims**

The primary aims of the Marketing Program are:

- 1- Provide a high-quality undergraduate Marketing education that serves the needs of Jordan and the Arab regions.
- 2- Achieve excellence enhanced by research and interaction with marketing related fields.

### **The Objectives of the Department of Hospital Management are:**

- Prepare highly qualified and motivated students in our BA degree program to become effective managers and leaders of Business organizations.
- Educate outstanding students to become a good researchers who contribute to the body of knowledge regarding the organization, delivery, and financing of business activities.
- Conduct research that achieves national, peer recognition for its contribution to creating new knowledge and for its value in informing marketing practice and policy.
- Serve as active participants and leaders in our University.
- Provide quality undergraduate instruction in marketing management, which prepare students for life-long learning and success.
  
- Provide intellectual contributions that enhance the delivery of instruction to students, improve the application of existing knowledge, and provide solutions primarily to regional issues.
- Attract and retain quality faculty devoted to teaching, research and service activities consistent with the goals of the Department, Faculty and University.
- Pursue continuous improvement in teaching, research and services.

**Intended Learning Outcomes:**

The program provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: A, B, C & D.

**A- Knowledge and Understanding: Graduates of this program will be able to:**

- A1)** A1 Communicate effectively in written, oral and electronic marketing formats. (Arabic and English languages; and computer skills);
- A2)** Understand business administration and other services management knowledge, needed for career development;
- A3)** Demonstrate awareness of strategic Planning, economics factors, and political informatics;
- A4)** Acquire knowledge in the major functional areas of Financial Management, service management, and Electronic marketing; and others.
- A5)** Clarify marketing principles, marketing orientation, producer behavior, and other fields.

**B- Thinking and Analysis skills: Graduates of this program will be able to:**

- B1)** Articulate how management functions and practices impact on organization growth.
- B1)** To identify and merge marketing issues in decision-making .
- B2)** Understand the global strategy (Marketing For All in the Y2010) and recognize the impact of diverse socio-economic and cultural factors on organizations profitability.

**C- Practical skills: Graduates of this program will be able to:**

- C1)** Prepare and present disaster plans, cost measurement and containment strategies, and strategic control programs;
- C2)** Practice research by using various available resources and information technology;
- C3)** Conduct marketing needs assessment, service care system capability assessment, efficient and effective use of scarce and productive operations.

**D- Personal development skills: Graduates of this program will be able to:**

- D1)** Improve quality of customer care and increase productivity to rise up students skills.
- D2)** Accommodate rapid changes in real marketing environments;
- D3)** Recognize continuous learning and training as an integral part of professional practice;
- D4)** Develop the ability and willingness to deal with competition in an unstable global marketing environment;
- D5)** Collaborate effectively with diverse organizations to achieve common goals; and,
- D6)** Think critically to identify problems, propose alternatives to marketing problems and implement solutions

**The following factors promote these outcomes:**

- 1- Create appropriate strategies and educational learning methods, which ensure the achievement of the outcomes;
- 2- Provide varied and suitable educational and learning resources;
- 3- Provide high educational facilities and services, such as business incubators, drop-in-center and learning remodels center, and tutorial rooms; auxiliary academic support is offered to the students by faculty staff.

The University and the Faculty of Administrative and Financial Sciences eagerly support the staff in every attempt to enrich their experience and capabilities concerning the educational process requirements; and the outcomes of the program, together with the mechanisms for achieving them and making them known to students, full and part-time academic staff, as well as external examiners.

With its high quality curriculum, competent academic staff and the learning resources in the Department provides the students with the best teaching, learning and training in the multidisciplinary field of marketing Management. This can be witnessed by:

- 4- Emphasizing the cognitive and thinking aspects through dialogues, discussions, and exercise problem solving abilities;
- 5- Research papers, field work and graduation reports, which enable the student to search for information, analyzing it, and present it and define it. Online learning approach, whereby the students are provided with different sandwiches of Marketing Fields, Computer Applications, e-marketing, goods and services Financial Management.

The strategies of teaching, learning, and assessment are regularly reviewed by the Department to make knowledge work through accessible programs of teaching and learning. The primary aims of the strategies are two folds:

- a) To employ students in the relevant activities that provide them with knowledge, understanding and specialized practical and professional skills, cognitive and transferable skills; and active services and community awareness related to the issue.
- b) Attracting and retaining highly academic faculty from Arab regions, and encouraging and supporting their research potentials to contribute widely in the enrichment of their modules contents by linking their researches to the modules they teach to keep abreast of the Marketing environmental changes.

## **2. Staff**

### **A. Academic Staff**

#### **a. Qualifications**

The academic staff members are divided into two categories: full-time and part-time. The number of full-time staff members is 6 and one part-time, and the later depends on the number of students and the needs of the Department.

#### **b. Specializations**

Full-time as well as part-time teaching staff members have various specialisations. At present, there are number of research teams at the Department and young staff members belong to these teams.

### **B. Non-Academic Staff**

Besides the academic staff, the Department has 5 other full time members, holding B.Sc. degrees in Computer Science. Those staff members have 2 to 6 years working experience and some of them are Philadelphia University graduates.

All of the non-academic staff members are qualified as laboratory tutors and assist lecturers in the laboratory hours. In addition, some of them are

responsible for maintenance of computer hardware and software in the laboratories.

### 3. Departmental Learning Resources

- **Code of Practice for Students of Marketing**

This code of practice is supplementary to University regulations concerning the use of computing equipment which you are required to accept at Registration.

1. You must follow all rules, regulations and guidelines imposed by the Faculty of Administrative and Financial Sciences and the University in addition to the Department's Code of Practice.
2. You must not use machines belonging to the Department for commercial purposes without the prior written permission of the Head of the Department. You must not sell the product of any work you do using Departmental facilities without the prior written permission of the Head of the Department.
3. You must not write or knowingly store on machines belonging to the Department software that, if executed, could hinder or annoy other users, except with the prior written permission of the Head of the Department.

- c. **Business Incubator**

- **Student Bookshop**

Photocopy facilities are available in the student Bookshop, Room 103, Tel. 2222. Reference copies of textbooks are available at affordable prices. Copies of previous week's tutorial solutions are also available. Lending copies of textbooks are available in the University Library.

- **Printing**

You can take printouts (free of charge) in any Department lab. Each lab contains at least one printer for this purpose.

- **Administrative Infrastructure**

There are 31 offices at the Faculty of Administrative & Financial Sciences used for administrative functions as follows: Dean, Assistant Dean, Dean's Secretary, 8 Department Heads, 8 Department Head Secretaries, 8 rooms for student advisory services, and 4 general meeting rooms.

- **Academic Infrastructure**

It is composed of

- **21 Department** classrooms plus some other classrooms shared with other faculties and one auditorium equipped with support facilities: computer, data show, overhead projector.
- 5 laboratories (each contains 20 to 22 PCs).
- 4 staff offices where each staff member is supplied with a PC.
- 1 room for staff meetings
- 1 office for student guidance and the examination working groups.

- **Lecture Support Facilities**

In the Department, there are 21 overhead projectors and 5 data shows used to support modules and seminar presentations.

- **The University Computer Centre**

This centre provides the Department with training and maintenance facilities.

- **Networking Facilities**

**Ethernet.** The PCs in each laboratory are connected to an Ethernet platform 10/100 Mbps.

**Intranet.** All computing facilities of the University are connected to a Gigabit Intranet backbone.

**Internet.** The University is connected to the Internet by 2 Mbps lines.

**Library Facilities** At the University level, a mixture of learning resources is available to staff and students through a fully equipped and sophisticated library. IT and other learning and teaching resources, up-to-date module textbooks are available in the library with five different texts for each module. Resources are updated regularly to meet current and projected module requirements. In addition, library resources are continuously monitored to assure availability and currency. The electronic library is also a part of the main University library.

### **Extracurricular Activities**

The University provides recreation facilities for students to enrich their talents. This includes:

- A Deanship of Student Affairs which organises the social, cultural and sports events at the University. It also has an alumni office to keep track of graduates
- Several spaces for cultural activities e.g. celebration of festivals, etc
- Several common rooms for meetings, snacks, and cafeterias.
- Three Internet cafes each containing 11 PCs.
- One Student Club.

## **IV. Student Support and Guidance**

### **1. Assistant Dean's Office**

The Assistant Dean's Office (Room 32404) is mainly for student advisory services. They deal also with all routine undergraduate enquiries. Problems which cannot be dealt with by the Assistant Dean will be referred to the Dean.

### **2. Academic Guidance**

All new students should have academic (personal) tutors. The new students are grouped into groups of 20 – 30 students and each group is assigned to an academic staff member who is their academic tutor. The students remain with the same tutor

till their graduation. The tutor deals with all routine undergraduate inquiries, advises for academic registration at the beginning of each semester, and any other outstanding problems. However, problems which cannot be dealt with by the tutor will be referred to the Head of the Department, the Dean of the Faculty, or to an appropriate member of academic staff. Academic guidance is available on specified dates in the terms, and any advisory service offered by the Assistant Dean is available daily to all students in Faculty.

**Time:** 08.00 AM to 04:00 PM Sunday to Thursday during term, **Venue:** Room 32404

The advisory service offers advice on departmental and University matters and helps with anything that concerns you, whether in your studies, in the Department, at the University or in your life outside the university. Each of the staff in these offices is available with information about the Department and university and the willingness to listen and help with whatever you bring. Note that

- All visits to the advisory service offices are strictly confidential.
- If you have difficulties with material on particular course units you should normally first approach your tutors (or lecturers/project supervisors). You may also consult with your tutors on matters that are more general but you can equally well call in at the Assistant Dean's Office.
- If you have marketing problems, you are welcome to consult an advisor in the Department but you may prefer to go directly to your doctor or to the University Clinic.

Feel free to make use of these services at any time.

### **3. Student Affairs Deanship**

Confidential, individual counseling on any matter affecting personal well-being or effectiveness is available at the Philadelphia University Student Affairs Deanship. The Deanship sees well over a hundred students a year and gives expert advice on problems such as low motivation, personal decision making, relationships, anxiety and family difficulties. People there are willing to help in finding fresh ways to cope with the emotional and personal aspects of problems and seek to do so in a collaborative, straightforward and empowering way with the individual concerned. Advice is available concerning referral to other services, helping others and dealing with common student problems such as exam anxiety.

The Deanship is open from 8.00 AM to 4.00 PM, from Sunday to Thursday throughout the year and appointments can be made by calling in at the Dean of Student Affairs. All inquiries will be treated confidentially.

### **4. Tutoring Arrangements**

Some of your course units will have tutorials, where you can discuss topics on a course unit and run through exercises. Usually, the lecturer of the course unit runs the tutorial. There will be an opportunity for you to ask questions on matters you do not understand.

As you have a personal tutor from the beginning of your University life, your tutor is there to help you on your way through University life. He/she will watch your progress and offer help and advice whenever necessary. If you get into difficulties, you should contact your personal tutor or visit the Assistant Dean at the earliest possible opportunity. Do not let things slide until it is difficult to rectify the situation, especially if you are getting behind with your work. Your personal tutor will also advise on your choice of course units, on departmental or University procedures and will provide references for jobs and other purposes.

Course lecturers are always available to discuss questions or problems with the course unit material. Each lecturer fixes at least six office hours on his timetable, which is posted on his office door. You can call in at these hours. For any reason, if these lecturers could not see you at these office hours, they may arrange an appointment at another time. It is important that any matter that affects your ability to study be reported to the Department - through your personal tutor, through the Assistant Dean or otherwise. The following are examples of matters that may affect your study: illness, personal or family difficulties (including illness in the family) or financial problems. In assessing your performance, the Department has a policy of trying to help you overcome difficulties you have encountered whilst studying. We can do this only if we are aware of the difficulties and have some idea of their extent.

## 5. Student Progress

**Work and Attendance.** The University regulations governing the Work and Attendance of students are outlined in the Student Guide 2007/2008. Full attendance is required at all lectures, laboratories, and any tutorials, which may be scheduled. Completed laboratory work should be handed in on time. Attendance at laboratories and at many lectures is monitored and attendance registers kept. Please note that students are required to undertake approximately thirty-six hours per week of study i.e. an average of two hours of private study will be required for every scheduled hour of lectures or laboratories. Some students may require much more time than this. ***Being a student is a full time occupation!*** Absence for holidays is not permitted in term-time. The experience of the Department confirms that lack of attendance leads to study problems and any student with problems should consult his/her subject tutors or personal tutor. In addition, failure to attend can result ultimately in the University barring the student from sitting for the degree examinations. The duty of the lecturer is to keep continuous review of the work and attendance of the students with whom he is concerned. If the rate of student absences, in a course unit, is greater than 15% (or 20% for student representing the University in sports or cultural activities) of the total module hours and the student has no acceptable justification, then this student is withdrawn

from that module. If the Dean of the Faculty accepts the justification of absences, then this student is considered **withdrawn** without refunding the course fees. A formal process is defined to tackle the problem of any student whose work and attendance appear unsatisfactory. Direct approaches by lecturers to solve the problem are as follows: He may choose to issue an "informal" warning, on a special form which may rectify the situation. If this doesn't work, a "formal" warning is issued. This is again done on another special form. Failure to remedy the situation at this stage leads to dropping the student from the module. A copy of these documents is kept in the student's file.

## 6. Interruption of the Degree Program

Any interruption (for a maximum of 2 years) of your degree program requires special permission from the Faculty. Regulations state that a B.A. degree is a continuous 4-year period of study. Permission will only be granted if satisfactory reasons are given. A written request with supporting evidence must be presented to the Faculty. Reasons might include prolonged illness. Consult your tutor for advice.

## 7. Transfer between Departments

- If you are contemplating any change of Faculty or Department, consult your primary tutor as soon as possible.
- You can change your Department by filling a special form at the beginning of the semester. The Tawjihi average required in the new Faculty or Department must be less than or equal to your Tawjihi average. A special committee will determine which courses will be accredited from your current Department.

## 8. Withdrawal from Modules

If you are contemplating withdrawing from a module, please discuss the situation with your personal tutor at the earliest opportunity.

- You can withdraw from a module up to the thirteenth week of the first or second term, and up to the seventh week of the summer term.
- The minimum number of credit hours (which is 9) required in each term should be followed.

## V. Organization of Teaching

An individual course of lectures is known as a "**course unit**" or sometimes as a "**module**".

The curriculum contains modules that are University Requirements (Univ. Reqts.), Faculty Requirements (Facu. Reqts.), and Department Requirements (Dept. Reqts.). Each module has 3 hours per week. However, some modules are supported by tutorials and some continuous assessment, such as seminars or laboratory work,

usually amounting to 1 hour per week. When you register for course units, you should follow the academic guidance plan that the Department arranges for you. In fact, you can register any module only if you have taken its prerequisite(s) with the exception that you can register the module and its prerequisite only if you are in the graduation semester.

In each semester, you can register a minimum of 12 credit hours and a maximum of 18 credit hours, except for the semester in which you are expected to graduate when you can register 21 hours. The complete four- year academic guidance plan is listed in **page 34-35** of this Handbook. For more information about module numbering and full module descriptions, see **syllabi file**.

In the **First Year**, you are encouraged to take 18 credit hours each semester (first and second, the summer term is optional). The fourth digit of each course unit code (see **Appendix B**) tells you the year in which the course is offered. During each 16-week semester, students will normally complete 6 modules. Thus, each teaching week contains 18 hours or more of scheduled work. In addition, each scheduled hour typically requires two extra hours of unscheduled work (e.g. writing up lecture notes, preparing for a tutorial, finishing off a laboratory exercise etc.). The selection of a University elective module (one module) depends on your choice. Five of the first year 12 modules are University requirements, five are Faculty requirements, and two are Department requirements.

In the **Second Year**, the number and size of modules is similar to that of the first year. Three of the 12 modules of the second year are University requirements, two are Faculty requirements, and seven are Department requirements.

In the **Third Year**, you take five modules per semester. Nine modules are compulsory Department requirements. One of the compulsory modules is the **Practical Training module**, which consists of actual supervised training in an industrial organization, or using distance/online training. You should take this module in the first semester.

In the **Fourth Year**, the number and size of the modules is similar to that of the third year. In the first semester, you can select two elective modules, two compulsory modules that are Department requirements, and one free module that you can choose from any Faculty in the University. One of the compulsory modules is the Graduation Project. In the second semester, you can select two elective modules besides three compulsory modules from the Department requirements.

## **VI. Course Unit Choices**

You may choose a course unit (module) if you have already taken all its prerequisite modules with the approval of your personal tutor. depicts the prerequisite relationships between the modules.

An initial choice is made before or at Departmental Registration. After that, changes can be made as follows:

- The deadline for changing modules in each semester is one week after lectures start (three days for the summer term). Normally, no changes of modules will be permitted after these dates except for the withdrawal mentioned in point (8) of the previous section.
- In the first instance, you should discuss any plan to change modules with your personal tutor. You must check that the new module you wish to take is a valid option for your degree program and creates no schedule conflict. If there is conflict, the change is not permitted.

## VII. Assessment and Examinations

### 1. Criteria for Assessing Examination Work

**First class (90 – 100 marks).** First class answers demonstrate depth of knowledge or problem solving skills, which is beyond that expected from a careful and conscientious understanding of the lecture material. Answers will show that the student

1. has a comprehensive knowledge of a topic (often beyond that covered directly in the program) with an absence of misunderstandings;
2. is able to apply critical analysis and evaluation;
3. can solve unfamiliar problems not drawn directly from lecture material and can adjust problem solving procedures as appropriate to the problem;
4. can set out reasoning and explanation in a logical, incisive and literate style.

**Upper Second class (80 – 89 marks).** Upper second class answers provide a clear impression of competence and show that the student

1. has a good knowledge base and understanding of all the principal subject matter in the program;
2. can solve familiar problems with ease and can make progress towards the solution of unfamiliar problems;
3. can set out reasoning and explanation in a clear and coherent manner.

**Lower Second class (70 – 79 marks).** Lower second class answers will address a reasonable part of the question with reasonable competence but may be partially incomplete or incorrect. The answer will provide evidence that the student:

- has a satisfactory knowledge and understanding of the principal subject matter of the program but limited to lecture material and with some errors and omissions;
- can solve familiar problems through application of standard procedures;

- can set out reasoning and explanation which, whilst lacking in directness and clarity of presentation can nevertheless be followed and readily understood.

**Third Class (60 – 69 marks).** Third class answers will demonstrate some relevant knowledge but may fail to answer the question directly and/or contain significant omissions or incorrect material. Nevertheless, the answer will provide evidence that the student

- has some basic knowledge and a limited understanding of the key aspects of the lecture material;
- can attempt to solve familiar problems albeit inefficiently and with limited success.

**Pass (50 – 59 marks).** Answers in this category represent the very minimum acceptable standard. Such answers will contain very little appropriate material, major omissions and will be poorly presented lacking in any coherent argument or understanding. However the answer will suggest that the student

- has some familiarity with the general subject area;
- whilst unable to solve problems can at least formulate a problem from information given in a sensible manner.

## 2. Assessment Regulations

In general, every module is assessed as follows: 50% is given for two 1-hour midterm exams, coursework and/or seminars, projects, or essays, and 50% for the final exam that may be a written exam only or a written exam plus a final laboratory exam (if applicable), final small project, or seminar presentation. The 50% for the final exam is stipulated in the University regulations. The minimum pass mark is 50% for any module, whereas the minimum passing cumulative average in each semester is 60%. Students are placed on academic probation if their cumulative average drops below 60%. In this case, students are encouraged to repeat those modules with low marks in order to increase their cumulative average. However, students will be dismissed from the University if this average is not achieved in the third attempt.

For the practical training module, each student should submit a technical report of his/her training, and a team of academic staff members makes several observations on the trainee's work in their place of training. Then according to the observations and the report, they assess the students.

On the other hand, a committee of three staff members, including the supervisor of the project, assesses the graduation project module. The project's assessment will include the supervisor mark (35%) and the discussion committee mark (65% given as follows: 20% for project presentation, 25% for report writing, and 20% for project discussion).

### **3. Role of Internal and External Examiners**

If many lecturers teach the same module, the main coordinator of such a module plays the role of the internal examiner of that module. All lecturers of this module propose exam questions (for the first, second and final exams). The main coordinator will collect these questions from lecturers and select some of them to include in the exam paper.

On the other hand, external examiners validate the standard of the degree program. The external examiners are expected to look at the question papers, inspect a selection of scripts and project reports (particularly the borderline ones). They supply an assessment report to the Department.

### **4. Appeal Procedures**

If you have good reason to question a mark you have been given (in midterm exams or in coursework), you should in the first instance approach the module lecturer. If the problem is not solved, you must submit it to your primary tutor. He will find the appropriate solution within administrative structures.

Problems with final examinations are resolved by submitting complaints or appeals in writing (within three days of the announcement of examination results) to the Examination Committee of the Department. The examination committee will consider these cases and check if there is any mistake in the summation of the marks and so on.

### **5. Unfair Practices**

The University treats attempting to cheat in examinations severely. The penalty is usually more severe than a zero in the paper concerned. More than one student of this Department were dismissed from the University because of this. Plagiarism, or copying of course or lab work, is also a serious academic offense as explained in the University guidelines.

### **6. Department Guidelines on Plagiarism**

1. Coursework, laboratory exercises, reports and essays submitted for assessment must be your own work, except in the case of group projects where a joint effort is expected and is indicated as such.
2. Unacknowledged direct copying from the work of another person, or the close paraphrasing of somebody else's work, is called plagiarism and is a serious offence, equated with cheating in examinations. This applies to copying both from other students' work and from published sources such as books, reports or journal articles.
3. Use of quotations or data from the work of others is entirely acceptable, and is often very valuable provided that the source of the quotation or data is given. Failure to provide a source or put quotation marks around material that is quoted gives the appearance that the comments are ostensibly your own. When quoting word-for-word from the work of another person, quotation marks or

- indenting (setting the quotation in from the margin) must be used and the source of the quoted material must be acknowledged.
4. Paraphrasing, when the original concept is still identifiable and has no acknowledgement, is plagiarism. A close paraphrase of another person's work must have an acknowledgement to the source. It is not acceptable for you to put together unacknowledged passages from the same or from different sources linking these together with a few words or sentences of your own and changing a few words from the original text: this is regarded as over-dependence on other sources, which is a form of plagiarism.
  5. Direct quotations from an earlier piece of your own work, if not attributed, suggest that your work is original, when in fact it is not. The direct copying of one's own writings qualifies as plagiarism if the fact that the work has been or is to be presented elsewhere is not acknowledged.
  6. Sources of quotations used should be listed in full in a bibliography at the end of your piece of work.
  7. Plagiarism is a serious offence and will always result in imposition of a penalty. In deciding upon the penalty the Department will take into account factors such as the year of study, the extent and proportion of the work that has been plagiarized and the apparent intent of the student. The penalties that can be imposed range from a minimum of a zero mark for the work (without allowing resubmission) through warning to disciplinary measures (such as suspension or expulsion).

## **VIII. Teaching Quality Assurance Committee**

The Departmental Teaching Quality Assurance and Enhancement Committee is responsible for the quality of teaching in the Department, including the analysis of Course Evaluation Questionnaire responses.

## **IX. Student Feedback and Representation**

### **1. Staff Student Consultative Committee**

Student representatives are elected onto the departmental staff student committees at the start of each term. All simultaneous sections of a module have a staff student committee. Each committee meets at least three times each semester and may discuss any matter of concern with the module. The staff members of each committee are the lecturers of the concerned sections.

### **2. Departmental and Deanship Meetings**

The meetings held by the Head of the Department and the Dean of the Faculty during term time, mainly have an advisory role, where students may raise their problems that need some concern from these authorized persons. Separate meetings are held for students of each year.

### 3. Module Evaluation Questionnaires

The Department attaches great importance to the opinion of students on the quality of the teaching provided, and every student is asked to complete a Module Evaluation Questionnaire for each module. The questionnaires are anonymous.

## X. Communications

### 1. Official Notices

Official notices are posted on the notice boards at the Department and at the Faculty. Electronic mail is also used extensively for communication with the Department and University. Each lecturer provides the students with his/her e-mail at the beginning of the term. Most official information including copies of this handbook, the undergraduate syllabus and timetables are available on the University Web pages [www.philad.edu.jo](http://www.philad.edu.jo). This includes directories of staff and students for internal use, complete with photographs.

### 2. Electronic Mail

Electronic mail is used widely for administrative purposes within the Department. It is frequently useful for communicating between individuals and small groups (e.g. between a tutor and his/her tutorial group), and occasionally for broadcasting important messages to wider groups. It is important that you know how to use e-mail. It will be covered in the introductory laboratory sessions. The code of practice for computer usage covers electronic mail, Please note the points below:

### 3. Obscene or Offensive Mail

DO NOT SEND OBSCENE OR OFFENSIVE MAIL. If you receive mail, which you regard as offensive or obscene, you may wish to complain to a staff member so that appropriate disciplinary action can be taken against the offender.

### 4. Group Mailing

You are strongly discouraged from sending e-mail to groups of people. The newsgroups should be used for this purpose.

### 5. Miscellaneous Hints

- Be brief in your communications.
- Compose your message as if ALL of your recipients were physically present.
- Limit the distribution of messages to the people who are likely to be interested.
- Keep a copy of the mail you send out, for future reference. Learn to use folders to keep useful messages.
- Read all your incoming mail before replying to any of it. There may be other relevant messages for you to read.

- Be careful when replying to messages. You probably want your reply to go only to original message sender - not to the whole of the distribution list.
- When you reply to a message, it is frequently helpful to include some of the original message to help your recipients to remember and understand the context of the reply.

## XI. Curriculum Design, Content and Organization

### 1. Curriculum Design and Content

The program is offered to students, from the arts, commercial and scientific branches that passed their Tawjihi exam with a minimum average of 55%. The program is normally completed in four years ( Daytime Study), where the typical American credit system is applied. Department awards the degree upon completion of 132 credit hours. The study is organized into four consecutive levels. Each level is split into two consecutive semesters (first and second) and optional summer semester. All students complete 44 modules 3 credit hours each. The modules are organized as follows:

8	<b>modules (University requirements)</b>	27 hours
8	<b>modules (Faculty requirements)</b>	24 hours
26	<b>modules (Department Compulsories)</b>	72 hours
2	<b>modules (Department Electives)</b>	9 hours

In the first and second years of study, students should take 5 modules each semester and all are compulsory modules. University Requirements (UR) , Faculty Requirements (FR), and Department Requirements (DR). In the third and fourth years, students take 6 modules each semester, where the departmental elective modules are taken in the fourth year. Module credit is awarded upon successful completion of the module with a minimum 50% grade.

One whole module is equivalent to 144 hours of learning effort. The program includes one training module in which the student gets practical exposure to an industrial or a commercial firm.

Progression from one level of study to another requires the student to complete all prerequisites of the following year modules, and the cumulative average of grades obtained in the modules studied (whether successful or not) should be at least 60%.

## Curriculum Guidance Plan

Academic Year	Course No.	First Semester			Course No.	Second Semester		
		Course Name	Prerequisite	Total Hours		Course Name	Prerequisite	Total Hours
First Year	0110101	Arabic Language Skills (1)	----	3	0111133	Thought & Human Culture (1)	----	3
	0130101	English Language Skills (1)	0130099	3	0130102	English Language Skills (2)	0310101	3
	0310101	Accounting Principles (1)			0340101	Principles of Macroeconomic	----	3
	0350160	Principles of Marketing	----	3	0330101	Introduction to Management	----	3
	0750103	Computer Skills	---		0350161	MKG Management	0350160	3
		<b>Total of Credit Hours</b>		<b>15</b>		<b>Total of Credit Hours</b>		<b>15</b>
		<b>First Semester</b>				<b>Second Semester</b>		
Second Year	----	Facul. Elective Course	----	3	0111101	National Education	----	3
	0111100	Military Sciences	----	3	0330133	Scientific Research Methods	0340106	3
	0371101	Computer Application for Administrative Sciences	----	3	0330311	Human resources MGT	0330101	3
	0320110	Principles of Finance	----	3	0350220	Electronic Marketing (English)	0350160	3
	0330261	Purchasing and Warehousing Management	----	3	0350361	Practical Applications Advertising	0350160	3
	0350365	Marketing Communications	0350160	3	0110102	Arabic Language Skills (2)	0110101	3
		<b>Total</b>		<b>18</b>		<b>Total</b>		<b>18</b>
		<b>First Semester Selective</b>				<b>Second Semester</b>		
Third Year	----	Univ Elective Course	----	3	----	Univ Elective Course	----	3
	0330330	Operational Research (1)	---	3	0350363	Sales Management	0350160	3
	0350364	Industrial. MKG	---	3	0350331	Quantitative Method in Marketing	0340105	3
	0350272	Distribution Channels	0350160	3	0350233	MKG Research	0350160 0111162	3
	0350273	MKG Strategy	0350160	3	0350472	Personal Selling	0350160	3
	0350366	Tourism MKG In Eng.	0350160	3	0350372	Services Marketing	0350160	3
		<b>Total</b>		<b>18</b>		<b>Total</b>		<b>18</b>
		<b>First Semester Selective</b>				<b>Second Semester</b>		
Fourth Year	----	Dept. elective Courses	----	3	----	Dept. Elective Courses	----	3
	0350471	Health Marketing	0350160	3	0350371	Pricing Policies	0350160	3
	0350466	International Marketing (in English)	0350160	3	0350453	Marketing Information System	0350160	3
	0350467	Consumer Behavior	0350160	3	0350470	Banking Marketing	0350160	3
	0350469	Specialized studied in MKG	0350160	3	0350490	Field Training in marketing	4 <sup>th</sup> Level	3
		<b>Total</b>		<b>15</b>		<b>Total</b>		<b>15</b>

### 3. Curriculum Characteristics

**Objectives of the Main University-Required Modules.** These requirements are to broaden the students' basic skills: languages, computing, and culture.

**Objectives of the Main Faculty-Required Modules.** These requirements are to consolidate mainly the students' background in management, mathematics, economics, accounting & computing applications.

**Objectives of the Main Management Modules in the Curriculum.** The curriculum is designed so that the basic foundations of Management are given in the first two years of study, whereas modules of the next two years allow students to acquire the essential skills for management development and practice.

**Objectives of the Training , Special Topics and Graduation Project Modules.** The objectives of these modules are to allow students to gain practice in problem analysis, design & implementation, report writing, and making presentations.

**Identification of Key Stages of Progression in the Curriculum.** Students are directed to take the 24 hours of university requirement modules and the 21 hours faculty requirement modules in the first two years of study. Students can also choose some modules from the list of electives.

### 4. Innovation in the Curriculum

The curriculum is constantly evolving to cope with new technologies and rapidly developing topics. The curriculum has been revised in 2000, 2003, and 2005.

For example, internal processes, industrial feedback, various benchmarks, and information from other institutions has led to many improvements in the curriculum.

The evaluation of the module is also performed through workshops in curriculum design, typically attended by representatives from Industry and some ex-students.

The Department is particularly mindful of the fast technological development and its likely effect on curriculum development. In addition, the Department policies and operations ensure that the staff appraisals are used to identify strengths and weaknesses so that appropriate action can be taken.

## XII. Health and Safety at the University

The University has a Health & Safety Committee, which comprises representatives of all services within the University. It is the responsibility of this committee to investigate complaints and potential hazards, to examine the cause of all accidents and to carry out periodic inspections of all areas of the Department. At registration, you will be required to assent to the departmental code of behavior, which relates to health and safety.

### 1. Buildings

The Department comprises two kinds of buildings: the Rooms Building and the Computer Laboratories.

The buildings are generally open between 08.00 and 19.30 (Sunday – Thursday).

In accordance with University policy, smoking is prohibited throughout all buildings.

## **2. Emergency Evacuation**

It is the responsibility of every individual to familiarize himself with the Department's buildings and be aware of the fire exits.

- After evacuation of any building, please assemble well away from the building, and do not block any exits.
- Do not return to any building until the safety supervisor declares the emergency is over and the buildings are safe.

## **3. Fire Action**

Fire Action notices are located at, or adjacent to, fire alarm actuation points. All staff and students should be acquainted with this routine.

## **4. Operating the Fire Alarm**

The manual fire alarm system can be activated by breaking the glass in the red contact boxes sited at strategic points throughout the premises.

## **5. Use of Fire Appliances**

Fire appliances are sited at strategic points throughout the Department to deal with fires. Fires should only be tackled provided there is no personal danger and after the alarm has been set off.

## **6. Action when the Alarm Rings**

On hearing the intermittent alarm, you should prepare yourself to evacuate the building promptly.

On hearing the continuous alarm, you should evacuate the building immediately by the nearest exit.

## **7. Personal Difficulties**

Please inform the Department's counselors or your tutor of any difficulties with which the Department can be of assistance.

## **8. Synopsis**

### **1. Marketing Communications (0350365)**

Marketing Communications is a management process Through which an Organization enters into a dialogue with the various audiences. To accomplish this, the Organization develops, presents and evaluates a series of messages to identified stakeholder groups. The objective of the process is to influence the perception, understanding and actions the target audience has towards the organization and for its products and services.

### **2. Practical Applications of Advertising (0350365)**

This course is designed to offer the management theories and concepts to the complex organizational settings i.e. promotional programs. Also, this course will offers some practical insights to the students and the processes that they should follow to make informed decisions for the benefit of the business organizations. This course aims at Define promotion, and its elements , functions and goals. communication process , its model ,methods and the integration between communication and advertising.

### **3. Marketing Strategy (03560273)**

**This course aims at** explain the concepts and implications of marketing strategy which can be used by the top management in different segment markets and to understand the role of marketing in strategy formulation and To establish a relation ship between market strategies and different types of markets.

### **5. Service marketing (0350372)**

This course is designed to prepare the students for their future roles as service marketing managers. The normal Management functions of planning, organizing, decision making, staffing, motivating, and budgeting are briefly defined, explained, and presented with detailed examples drawn from the related service fields. The students will be exposed to learn the management concepts, techniques, models, and tools for managing service personnel and service constitutions; insights to complex managed care environment, and the methods to deliver the services at the highest quality of care with the minimum cost.

### **5. Electronic Marketing (0350220)**

This course is designed to mix together the latest in e-marketing strategies with their practical guidance to use them. It emphasizes the use of Internet as a tool for refreshing, communicating, and supporting customers in obtaining appropriate self care and accessing customer care services. It explores the strategy, tactics and systems necessary to meet the needs of today's and tomorrow's customers needs and wants.

### **6. Marketing Information System (0350453)**

This course designed to define good case management, examine the case management process, and present practical procedural information. Virtually every topic will be revised with accordance to the new environmental changes; full with approaches to care and argues to management which can be used as a valid reference for professionals decision making.

### **7. Industrial Marketing (0350364)**

This course is designed to prepare the students for their future roles as industrial marketing managers. The normal Management functions of planning, organizing, decision making, staffing, motivating, and budgeting are briefly defined, explained, and presented with detailed examples drawn from the related service fields. The students will be exposed to learn the management concepts, techniques, models, and tools for managing industrial personnel and industrial constitutions; insights to complex managed care environment, and the methods to deliver the industrial goods at the highest quality of care with the minimum cost.

### **8. International Marketing in English**

This course aims at achieving the followings objectives:

- Analyze the nature of the international marketing.
- Understand the international markets entry dimensions
- Study the goals of individuals in the business unit
- Discuss the global marketing environment, the international trade system and the economic policies
- Outline the key elements of deciding whether to go international and the means to enter global markets through exporting, joint venture or direct investment.
- Demonstrate the international marketing behavior.

### **9. sales Management (0350363)**

This course aims at achieving the followings objectives:

- Explain the need for sales management
- Outline the sales department structure and the functions and responsibilities of sales managers in the marketing field
- Understand the role & nature of personal selling and analyze the role of the sales force
- Identify the key issues in recruiting, selecting, training and compensating sales personnel
- Apply the principles of personal selling , and outline the steps of the selling process.

### **10. Principle of Marketing (0350160)**

This course aims at introducing the student to the basic of the marketing concepts. Students are exposed to strategic planning, marketing environment , exploring social responsibility and ethics in marketing , determining target markets, consumer behavior , product concepts , marketing channels , integrated marketing communication , and pricing concepts.

### **11. Consumer behavior (0350467)**

This course covers introduction consumer behavior consumer behavior , concepts , human needs and desires , factors that influence consumer behavior , decision making process for new product , communication and consumer behavior , psychological , social and cultural values and the role of regulations and consumer protection association.

### **12. Marketing Research (0350233)**

This course covers introduction to marketing research , organizational structure styles , types of market research and the usage of scientific approach to run it , measurements mechanisms and sampling , marketing research phased from problem identification till final analysis and recommendations stated at the final report .

### **13. Quantitative methods IN MKG (0350331)**

It is a set of methods for quantitative analysis for marketing problems that rely on mathematical tools and probability distributions. The use of quantitative methods was expanded, particularly after the widespread use of software that has given great push in this area, This course aims to introduce students the quantitative measurement methods used in order to facilitate decision-making market.

### **14. Marketing Management (0350161)**

This course is designed as a guide of a complete outline for the technical managerial functions the enables the to deal with the present and anticipate the future. Basically the course tackles the marketing problems i.e., the growing role of market forces, the need to balance equity of access with equity of outcomes, and the gap between planning for population health versus the efficient managerial decisions. The main focus of this course are on why, when, where, how, and for what purposes to do certain activities before actions are required. It highly emphasized the economic status of the country and the criteria for measuring its components. It includes the nature, importance, types of market planning, and the process of strategic planning from their different perspective i.e., classical, rational, steps of strategic planning, stages of strategic planning, different types of data needed.

### **15. Pricing policies (035371)**

This course aims at introducing the student to the basic of the pricing concepts. Students are exposed to pricing strategies, pricing environment , determining pricing objectives, , pricing concepts , marketing channels , integrated marketing communication , and pricing concepts.

**16. Tourism Marketing (0350366)**

To Provide Student With A Board base To Hospitality and tourism Marketing and its importance in Jordanian GNP.

**17. Health Marketing (0350471)**

This course is designed to introduce the students to the practical methods of long-term care administration which includes essential forecasting tools. It also provides a clear understanding of how the ideal long-term health care organization should operate and can perfect their skills to deliver their high quality of health services in efficient and effective manners.

**18. Principles of Marketing in English (0351160)**

This course aims at introducing the student to the basic of the marketing concepts. Students are exposed to strategic planning, marketing environment , exploring social responsibility and ethics in marketing , determining target markets, consumer behavior , product concepts , marketing channels , integrated marketing communication , and pricing concepts.

**19. Human Resources: - 0330311 (compulsory)**

This course is about human resource (HR) management, which guide the health care department managers who must relate to and work with their HR departments and must manage their personnel. It describes what the function of the HR department can do, and shows how to get the most value out of an organization's HR department. It provides: background; the HR department's responsibilities; where and how HR interfaces with the line management; the HR responsibilities of the manager; and how the manager can get the best from the HR function.