



**Philadelphia University**  
**Faculty of –business Administration and financial sciences**  
**Department of --Marketing**  
**2014-2015**

**Course Syllabus**

<b>Course Title: Principles of Marketing</b>	<b>Course code: 0350370</b>
<b>Course Level: 2</b>	<b>Course prerequisite:</b>
<b>Lecture Time:</b>	<b>Credit hours: 3</b>

**Academic Staff Specifics**

<b>Name</b>	<b>Rank</b>	<b>Office Number and Location</b>	<b>Office Hours</b>	<b>E-mail Address</b>

**Course module description:**

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.

**Course/ module components**

**Authors: mohamad obaidat, 2006. Pricing policies,**

- **Support material (s)**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

**Teaching methods:**

Lectures, discussion groups, tutorials, problem solving, debates, etc.

**Learning outcomes:**

- Knowledge and understanding
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

**Assessment instruments**

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<b><u>Allocation of Marks</u></b>	
<b>Assessment Instruments</b>	<b>Mark</b>
First examination	<b>20</b>
Second examination	<b>20</b>
Final examination: 50 marks	<b>50</b>
Reports, research projects, Quizzes, Home works, Projects	<b>10</b>
Total	<b>100</b>

### **Documentation and academic honesty**

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

### **Course/module academic calendar**

<b>week</b>	<b>Basic and support material to be covered</b>	<b>Homework/reports and their due dates</b>
(1)	<i>Pricing introduction</i>	
(2)	<i>The Affect Marketing Environment on pricing policies</i>	
(3)	<i>pricing policies according economic cycle</i>	
(4)	<i>Pricing consumer goods and services</i>	
(5)	<i>International pricing</i>	
(6) First examination	<i>International pricing</i>	
(7)	<i>The roll of studies and research on pricing</i>	
(8)	<i>Internet pricing</i>	
(9)	<i>Internet pricing</i>	

(10)	<i>Case studies</i>	
(11) Second examination Sunday	<i>Pricing Concept</i>	
(12)	<i>Pricing Concepts</i>	

**Expected workload:**

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

**Attendance policy:**

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

**Module references**

**Books**

Mohamad obaidat, 2006. Pricing policies

**Journals**

JOURNAL of MARKETING

**Websites**

WWW. Prideferrell.com