



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

**Course Syllabus**

<b>Course Title: Marketing Information System ( MIS)</b>	<b>Course code: 0350453</b>
<b>Course Level: 4</b>	<b>Course prerequisite: principles of Marketing 0350160</b>
<b>Lecture Time:</b>	<b>Credit hours: 3</b>

<b><u>Academic Staff</u></b>				
<b><u>Specifics</u></b>				
<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 covers introduction to marketing information systems and its basic functions , develop students knowledge regarding MIS in the light of Automation and data support systems for decision making .

**Course objectives :**

- Introduction to information systems , Management Information systems and Marketing information systems .
- Be aware of MIS main components .
- Define Marketing information system database .
- Explain the relation between MIS , decision making process and gaining competitive advantage over other competitors .

**Course/ module components**

**Author: Hashem , Tareq , 2008. Marketing Information System , Tasneem Publications.**

**Authors: Altaee , Mohammad & Ajarmeh , Tayseer 2002. Marketing Information System , Hammed Publications.**

- **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>
<b>Total</b>	<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>
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(1)	Marketing information system today	
(2)	MIS	<b>Presented report about the importance of MIS</b>
(3)	MIS	<b>Presented reports about MIS Vs Market research</b>
(4)	Evolution of MIS	<b>Presented report about MIS development</b>
(5)	Internal Records systems and Market Research	<b>Debate session</b>
(6) & (7) <b>1<sup>st</sup> Exam</b>	Marketing Intelligence System I	<b>Presented report about marketing intelligence system</b>
	Marketing intelligence System II	
(8)	Marketing Information System	<b>Presented report about the organization of MIS with practical examples</b>
(9)	Strategic Marketing and Strategic Planning	<b>Presented report about means of strategic planning</b>
(10)	MIS and decision making process	<b>Practical examples for MIS and Decision making</b>
(11) <b>2<sup>nd</sup> Exam</b>	Marketing – Key performance indicators	<b>Presented report of practical examples</b>
(12)	MIS and competitive derange I	<b>Discussion and debate session</b>
(13)	MIS and competitive adavantages II	
(14)	MIS implementaion at the Kingdome	
(15) <b>trial Exam</b>	Review	
(16) <b>Final exam</b>	- -	

### **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.**

### **Journals**

Journal of Academy of Marketing Science

- Websites

[www.emerald-library.com](http://www.emerald-library.com)