**The German Jordanian University**

**Talal Abu-Ghazaleh Graduate School of Business Administration**

**Master of Business Administration/Marketing**

**Program Objectives:**

The Master of Business Administration in Marketing (MBA/Marketing) prepares the candidates for building solid careers in the field of marketing based on world-class theoretical foundation as well as applied and international real life practices during their studies at TAG-SB. This program prepares the candidates to be highly professional to exploit many marketing jobs/opportunities available now and in the future as well as matching the market demand nationally, regionally and internationally. This program provides the marketing candidates with high quality of real-life marketing expertise, qualifications, problem-solving skills as well as critical and strategic thinking approaches that match modern business requirements in the twenty first century.

**Intended Learning Outcomes:**

This program is designed based on specific and specialized learning outcomes aligned with our objectives and the level of qualifications to be awarded upon completion of the program requirements. The objectives of the intended learning outcomes are to prepare students for a specialised marketing role on the strategic levels of today’s businesses.

The intended learning outcomes are related to several areas in which graduates are expected to demonstrate knowledge, skills, competencies, and develop understanding in marketing as a vital business function in diverse international marketing contexts and business environments. These specialized areas are described below:

* **Markets:** Understanding and analyzing the development and operation of markets for resources, goods and services.
* **Finance:** Demonstrating knowledge relating to the use and management of resources for marketing applications.
* **People:** Dealing with and managing the development of people within organizations to ensure best marketing practices.

* **Operations:** Managing and organizing the management of resources and operations.
* **Business policy and strategy:** Mobilizing appropriate policies in a changing environment to meet stakeholders' needs.
* **Current issues:** Understanding the relationship between marketing and new business issues including sustainability, globalization, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge, and risk management.
* **Specialized areas in international marketing:** Develop a thorough understanding and capabilities in e-marketing strategies and practice, international markets entry strategies, comprehending international macro environments, innovation, and new product development as well as understating to recent issues and developments in the marketing field from theoretical and practical perspectives.
* **Marketing careers:** Develop career paths for marketing directors and managers based on sound international knowledge and practice equipped with emerging markets flavours.

**MBA/Marketing (Comprehensive Exam Track)**

**Program Structure**

**First: Compulsory Core Courses (33 Credit Hours):**

**Compulsory Core Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Core Courses** | **Credit Hours** | **Prerequisites** |
| **MBA701** | Research Methodology | **3** | ----- |
| **MBA712** | Management and Cost Accounting | **3** | ----- |
| **MBA721** | Corporate Finance | **3** | ----- |
| **MBA731** | Managerial Economics | **3** | MBA701 |
| **MBA740** | Organizational Behaviour and Human Resources | **3** | ----- |
| **MBA743** | Strategic Management and Business Policy | **3** | ----- |
| **MBA744** | Operations Management | **3** | ----- |
| **MBA750** | Marketing and Sales Management | **3** | ----- |
| **MBA752** | Consumer Behaviour | **3** | MBA750 |
| **MBA758** | Services Marketing | **3** | MBA750 |
| **MBA759** | International Marketing | **3** | MBA750 |
|  | **Credit Hours** | **33** |  |

**Second: Elective Courses (9 Credit Hours\*):**

\*Students should chose three courses from the following list of elective courses

**Elective Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Elective Courses** | **Credit Hours** | **Prerequisites** |
| **MBA756** | Marketing Strategy | **3** | MBA750 |
| **MBA760** | Electronic Marketing | **3** | MBA750 |
| **MBA765** | Relationship Marketing | **3** | MBA750 |
| **MBA766** | Global Marketing Communications | **3** | MBA759 |
| **MBA767** | Contemporary Issues in Marketing | **3** | MBA759 |
|  | **Credit Hours** | **15** |  |

**Third: Comprehensive Exam (0 Credit Hours):**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Exam** | **Credit Hours** | **Prerequisites** |
| **MBA799** | Comprehensive Exam | **0** | Students should complete 42 credit hours with a minimum GPA %75. |

**Compulsory Core Courses Description:**

**MBA701 Research Methodology**

The primary purpose of this course is to prepare students to critically read business research. The course is introductory in the sense that the emphasis is on exposure to a variety of research methods, rather than the development of expertise in any one particular method. More specifically, Research Methodology introduces students to types of scientific and quantitative methods and its applications to the business research process. Additionally, it is designed to acquaint students with the range of research methods available and the criteria for choosing among them.  ​

**MBA712 Management and Cost Accounting**

This course focuses on understanding the usefulness of management accounting information to businesses and managers to drive effective and efficient decisions. This course provides students with vital information on relevant costs, qualitative factors in the dynamic interaction of cost, volume and profit analysis. This course includes studying costing systems to make operational decisions such as costing and pricing in today’s competitive environments. Also, discussed is the profit planning and the impact of budgets on strategic plans and objectives, moreover, accounting for control, performance evaluation and appraisal is presented. Strategic management accounting including competitor analysis and customer profitability analysis are explained to evaluate decision making outcomes. Finally, Ethical practices of management accounting are essential components of this course as a mean of following the new trends of strategic management accounting.

**MBA721 Corporate Finance**

This course aims at developing the theoretical as well as the practical background behind financial decisions typically encountered by finance mangers and practitioners in today’s dynamic business environment. Such decisions include: the capital budgeting, capital structure, operating, and dividend policy. In addition, the course introduces the fundamental and technical security valuation techniques and presents common business combinations such as mergers and acquisitions. Upon completion of this course, students are expected to be able to apply finance principles to stock and bond valuation, valuation of the firm, leasing, and capital investment decisions. Students will also be able to apply risk-return principles to the estimation of a firm’s cost of capital, portfolio risk, and capital asset pricing applications. Students will become familiar with the extant models that are used in financial applications today, including the net present value rule, the capital asset pricing model, capital structure models, dividend policy, and the efficient markets hypothesis.

**MBA731 Managerial Economics**

The intent of this course is to familiarize the student with the key concepts, terminology, and principles from managerial economics. After finishing the course, you should have a richer appreciation of your environment—your customers, your suppliers, your competitors, and your regulators. You will learn principles that should improve your intuition and your managerial decisions. You will also be able to communicate more effectively with your colleagues and with expert consultants. As with much of microeconomic theory, many of the economic principles in our text book were originally derived with the help of mathematics and abstract models based on logic and algebra. In this course, the focus is on the insights gained from these principles, not the derivation of the principles, so only a modest level of mathematics is employed here and an understanding of basic algebra will suffice. We will consider some key economic models of managerial decision making, but these will be presented either verbally, graphically, or with simple mathematical representations.

**MBA740 Organizational Behaviour and Human Resources**

The course provides main conceptual frameworks, models and concepts of topics required to understand people’s behaviour in organizations at individual, group and organizational levels. These include: perception, motivation and job satisfaction; leadership; decision making; organizational structure and change management. The course also highlights the importance of Human Resource Management in business organizations and introduces its key functions that are recruiting, training and development, performance appraisal and rewards.

**MBA743 Strategic Management and Business Policy**

The course brings together what the MSc. students have learned in the business disciplines into strategy to achieve a sustainable competitive advantage through discussions of strategy formulation, selection and implementation. It relies heavily on interactive and case analysis learning methods. This course teaches MSc. students the science and art of business and corporate level strategies in modern organisations to achieve long term strategic objectives in today’s turbulent business environment. It teaches MSc. students the process of strategic management and business policy as a usual business practice that is embedded in the organisation’s culture especially on the top levels of management. Resources-based theory, dynamic strategic capabilities, governance and business politics are an essential part of this course*.*

**MBA744 Operations Management**

More than ever before, proper operations management techniques stand as a key success factor for modern organizations. Managing operations is really managing the processes that fulfil marketing and organization strategies. This course covers the concepts, processes, and managerial skills needed in producing goods or services (operations). The course focuses on decisions that convert broad policy directives into specific actions. It also deals with monitoring and evaluating operations' activities to ensure that they conform to established plans. The major techniques of quantitative analysis are applied to a variety of managerial decision problems. Emphasis is placed on developing formal analytic skills, especially in structured problem solving and on recognizing the strengths, limitations, and usefulness of management science techniques. Topics include capacity planning, operations design, facility layout, production planning, inventory management, material requirement planning, forecasting and process improvement techniques.

**MBA750 Marketing and Sales Management**

Marketing and sales management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value as well as building profitable customers relationships on the long term. The marketing management process is important at all levels of the organisation, regardless of the title applied to the activity. Marketing management seeks to meet organisational objectives by effectively satisfying customers in a dynamic environment. This course provides a solid foundation of marketing management, processes, strategic marketing, tactical marketing and marketing implementation activities. Further, this course focuses on sales management as well as ethical practices that today’s organizations practice as an essential part of marketing. Finally, it provides students with the opportunity to apply the key concepts in marketing to practical business situations.

**MBA752 Consumer Behaviour**

Consumer behaviour is designed to cover the field of consumer psychology through providing an integrated framework for analyzing consumer behaviour. The focus of this course is on the understanding consumers as a way of informing marketing research and driving effective and efficient marketing decisions. This course provides students with a solid foundation in the dynamic interaction of affect, cognition, behaviour, and environmental events in consumer evaluation of purchasing alternatives and decision-making. Included is the study of consumers’ knowledge and involvement, attention, comprehension, learning, motivation, personality, attitude development, social class, reference groups, cultures and subcultures, and consumer purchase intention and patterns. Also discussed is the practical impact of consumer behaviour analysis on marketing mix strategies, market segmentation/positioning, persuasion process and promotion, and price affect and cognition. Ethical practice of consumer behaviour is a critical part of this course as one of the essential practices of modern marketing management.

### MBA758 Services Marketing

### This course focuses on the vital importance of service industries such as banking and finance, healthcare, automobile services and the role they play in today’s economy. The course supplements and builds on the fundamentals of marketing by focusing on the strategies and problems specified to service businesses. Services marketing problems and challenges created by the unique characteristics of services are discussed through addressing specific marketing strategies and tactics to tackle them. This course also introduces a new focus within the marketing mix, emphasizing the implications of customer expectations and perceptions, including services marketing three Ps: People, Physical Evidence, and Process. The GAPS model of service quality and the impact of services failure and recovery are also essential parts of this course. New trends in services business are of major focus in this course. Such trends are CRM in services, services recovery, services leadership and productivity.

**MBA759 International Marketing**

The course discusses the marketing activities in international market contexts. It examines the challenge of entering and operating effectively in international markets with a particular focus on global strategies for gaining and maintaining a competitive edge. Decisions must be made regarding international marketing objectives, strategies and policies, foreign market selection, adaptation of products, distribution channels of communications to fit each foreign market, and systems of international marketing organization, information gathering, planning and control. These topics, along with exploration of cultural issues, are examined through reading, case discussion, class presentations and a term project. The course also provides a thorough understanding of the marketing mix beyond national boundaries. The diversity of cultural settings and their impact on effective marketing strategies/decisions in international market contexts are an essential part of this course.

**Elective Courses Description:**

**MBA756 Marketing Strategy**

This course aims to provide marketing students with a solid foundation in understanding marketing strategies and processes that determine competitiveness in dynamic consumer and organizational markets. Particular areas of emphasis include industry analyses, dynamics of competition, segmentation strategies, target marketing, positioning strategies, marketing strategy formulation, selection and evaluation of marketing programs and effectiveness. Strategic thinking and in-depth analytical skills are developed through the application of marketing tools and models. Cross-functional analysis and practical application of marketing concepts and skills are covered through case analyses, class discussions, and applied projects.

**MBA760 Electronic Marketing**

E-Marketing can be thought of as the process of creating, communicating and exchanging value between different stakeholders using information technology, generally over the Internet. The fast pace of technological change makes e-marketing a moving target. Even more challenging perhaps is that the electronic medium brings forth changes in the expectations of both customers and business partners. This course will teach students the basic institutional details and principles of E-Marketing. The course provides the students with the tools and frameworks to go beyond a day to day operation and inculcate the ability to think strategically in a fast changing E-Marketing landscape. The students learn about best practices in E-Marketing as well as engage in practical learning experiences. In addition to learning fundamental constructs and principles of the digital experience, the course focuses on learning tools and skills necessary for solving business problems and exploiting business opportunities. Subjects include: e-commerce, Web Sites, media planning, on-line branding and advertising, digital campaigns, search engine marketing, social media marketing, and mobile media.

**MBA765 Relationship Marketing**

This course introduces students a set of unique marketing strategies for creating, building and strengthening long-lasting relationships with target market. Building and maintaining close relationships requires careful attention to details, meeting promises, and swiftly responding to new requirements. The concept focuses on customer retention and satisfaction; it can be applied to industrial and consumer marketing. Relationship marketing, a marketing a continuous process that happens over time rather than single unconnected events, differs from other forms of marketing in that it uses the event driven tactics of customer retention marketing. It also recognizes the long term value of customer relationships/retention and extends communication beyond intrusive advertising and sales promotional messages. Customer Retention marketing is a tactically-driven approach based on customer behaviour. The students will be introduced to closely related concepts to Relationship Marketing including; Loyalty Marketing, Database Marketing, Permission marketing, and so forth. This course is meant to provide students with the knowledge and skills necessary to develop and perform activities directed toward establishing, developing, and maintaining successful exchanges with customers, consumers, and other parties.

**MBA766 Global Marketing Communications**

This course emphasises the role of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization. The development of an integrated marketing communications programs requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behaviour, communications theory, and how to set goals, objectives and budgets. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling. The course will also equip students with analytical tools for developing marketing communications within domestic and international cross-cultural settings with a focus on IMC ethical issues. Finally, this course examines international strategy selection, targeting and positioning, and the development of a multi-market analysis and multi-country IMC campaigns.

**MBA767 Contemporary Issues in Marketing**

This course shows students how to conceptualize and formulate strategic uses of contemporary marketing topics and practices. The course examines the key issues and challenges facing marketing directors, managers and executives in modern international businesses. This course explains how contemporary marketing practice is emerging, being managed, its major opportunities, limitations, issues and risks. The course provides the students with modern applications of the special topics and new trends in the marketing theory and practice such as online consumer behaviour, strategic brand management, customer relationships management, internal marketing, business-to-business, social marketing, and e-service quality.