



Course Syllabus

1	Course title	Marketing and International Agricultural Trade
2	Course number	0605731
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	
5	Program title	Master in Agricultural Economics & Agribusiness
6	Program code	
7	Awarding institution	The University of Jordan
8	School	Agriculture
9	Department	Agricultural Economics & Agribusiness
10	Course level	Graduate
11	Year of study and semester (s)	Second semester
12	Other department (s) involved in teaching the course	None
13	Main teaching language	English
14	Delivery method	Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
15	Online platforms(s)	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others...E-Learning... <input checked="" type="checkbox"/>
16	Issuing/Revision Date	3-2-2024

17 Course Coordinator:

Name: Prof.. Mohammad Majdalawi

Contact hours: 11:00-12:00 everyday

Office number: 105

Phone number:

Email: m.majdalawi@ju.edu.jo



18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

International trade economics is growing in importance as a field of study because of the integration of international economic markets. The course discusses the different theories of international trade starting from the classical theory up to the new theories on that. Nevertheless, the course discusses the impact of the international trade on economics and how the balance could be occurred between the countries to reach the maximum benefits for the countries in the international trade. The course analyze the impact of taxes on the local society and why countries impose tax to get benefit at the international level.

20 Course aims and outcomes:

A- Aims:

This course aims at:

- 1- describing the developing in the international trade through discussion the trade theories.
- 2- analyzing if the people would be better off or worse off if the government made it impossible for people to buy goods other than those produced in the state where the people live.
- 3-determining the international equilibrium point between different countries.
- 4- analyzing the tax policy and its impact on the economic level.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
Apply economic principles and research methods in solving economic problems and to agricultural production management.		Demonstrate basic knowledge on data analysis of international marketing.	Student will be provided by economic tools for studying and analyzing the activities which are related to the international trade of agricultural products	Employ analytical skills to be used for analysis of the international markets.
Collaborate effectively with scientists and educators in other disciplines to incorporate economic analysis into multi-disciplinary programs.	Student will understand the concept of international trade and its important to the national economy	Create self-reliance and team work when necessary.		
Discuss issues related to the agricultural sector, natural resource policies, and rural community development.	Student can identify the factors that affect the international trade for agricultural products			QF-AQAC-03.02.01

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Introduction of the course and discussions the learning outcomes		Face to Face	E-Learning	Synchronous Lecturing	Discussions and Exams	
	1.2	Gain the Knowledge about concept of international trade		Face to Face	E-Learning	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018 الشرفات، علي جدع، 2010
				blend	E-Learning	Synchronous Lecturing	Discussions and Exams	
				Face to Face	E-Learning	Synchronous Lecturing	Discussions and Exams	
2	2.1	Introduction of international trade	Use the economics and marketing scientific literature effectively	Face to Face	E-Learning	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018 الهباب، محمد سمير و أحمد الريماوي،

								1996
	2.2		Use the economics and marketing scientific literature effectively	blend	E-Learning	Synchronous Lecturing	Discussions and Exams	
3	3.1	Classical theories of international trade	Demonstrate basic knowledge on data analysis of marketing channels.	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	
	3.2							
4	4.1		Use the economics and marketing scientific literature effectively	blend	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	
	4.2							
5	5.1	Classical theories of international trade	Student will be provided by economic tools for studying and analyzing the activities which are related to the international trade of agricultural products	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018
	5.2		Use the economics and marketing scientific literature	blend	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير وأحمد الريماوي، 1996

			effectively					
6	6.1	Absolute advantages	Student will be provided by economic tools for studying and analyzing the activities which are related to the international trade of agricultural products	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018 الشرفات، علي جدوع، 2010
			Use the economics and marketing scientific literature effectively	blend	Microsoft Teams	Synchronous Lecturing		Discussions and Exams
	6.2							
7	7.1	Absolute advantages	Apply and analyze the new marketing system	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018 الشرفات، علي جدوع، 2010
			Use the economics and marketing scientific literature effectively	Face to Face	Microsoft Teams	Synchronous Lecturing		Discussions and Exams
	7.2		Apply and analyze the new marketing system	Face to Face		Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018

								الشرفات، علي جدوع، 2010
8	8.1		Apply and analyze the new marketing system	blend	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018
				Face to Face	Microsoft Teams	Synchronous Lecturing		الشرفات، علي جدوع، 2010
9	9.1	Exchange rate	Employ analytical skills to be used for analysis of the marketing margins	Face to Face	Microsoft Teams	Synchronous Lecturing		
			Employ analytical skills to be used for analysis of the marketing margins	blend	Microsoft Teams	Synchronous Lecturing		
10	10.1	Exchange rate	have the skills to prepare marketing plan	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018
			Display personal responsibility to the course requirements	Face to Face	Microsoft Teams	Synchronous Lecturing		
			Use appropriate economics support tools for preparing a	blend		Synchronous Lecturing		

			marketing strategic plan.					
11	11.1	Exchange rate	using the SWOT analysis for determining the external and internal factors affect the marketing of agricultural goods	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	الهباب، محمد سمير، 2018
	11.2		Create self-reliance and team work when necessary	blend	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	Robert M. & James C., 1996 .International Economics . John Wiley & Sons, INC. USA.
12	12.1	Equilibrium of international markets	Employ analytical skills to be used for analysis of the international markets.	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	العديلي، مبروك، 2014 التسويق الإلكتروني
	12.2		Use the economics and marketing scientific literature effectively	Face to Face	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	
	13.1	Equilibrium of international markets	Employ analytical skills to be used for analysis of the international markets.	Blend	Microsoft Teams	Synchronous Lecturing	Discussions and Exams	Robert M. & James C., 1996 .Internati

								onal Economics . John Wiley &Sons, INC. USA.
13	13.2	Customs Taxes		Face to face				
14	14.1							
14	14.2			Face to face				
15	15.1							
15	15.2		Employ analytical skills to be used for analysis of the international markets.	Blend				
16	16.1							
16	16.2			Face to face				

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Participation and Discussions	10%		Work effectively in promoting the teamwork environment for pursuing professional goals	Continuously all the semester	
Exercises & quizzes	20%		Demonstrate basic knowledge on data	Week 10 and	

			analysis of marketing channels	week 11	
Midterm Exam	30%		Apply critical thinking and problem solving skills, and pursue continuous education in aspects of agricultural economics and agribusiness management	16\4\2023	
Final Exam	40%		Apply critical thinking and problem solving skills, and pursue continuous education in aspects of agricultural economics and agribusiness management	As the schedule from the registration	

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

Students should have a computer, and internet connection.

24 Course Policies:

A- Attendance policies:

Each student is expected to take their own notes (part from the exam) and to attend online class. Absence from lectures shall not exceed 15%. Students are expected to attend all lectures but if a student is absent from class, it is their responsibility to get the material that was missed. You must get any handouts or notes from your classmates.

B- Absences from exams and submitting assignments on time:



Exams will consist of essay, multiple choice, true/false, matching, and/or fill-in-the-blank questions. Exams will cover all material presented for each section. Make-up exams will only be provided for students with an excused absence AND supporting documentation. The questions and/or format of any make-up exam may differ from that of the original exam. Scheduling of a make-up exam will vary depending upon available dates/times but **MUST** occur before the next-scheduled exam date.

C- Health and safety procedures:

Students should follow the Jordanian government guide.

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Academic dishonesty will NOT be tolerated. This includes cheating, fabrication or falsification, plagiarism, abuse of academic materials, complicity in academic dishonesty, falsifying grade reports, and misrepresentation to avoid academic work. For this course, evidence of any form of academic dishonesty will result in all involved students receiving zero points for any associated exam, or assignment

E- Grading policy:

The results of the exams and the assignments and exercises will be given to the students, maximum one week after the exam and the right answers will be discussed with the students.

F- Available university services that support achievement in the course:

Students account on E-learning, Microsoft teams, computer room and library and study room.

25 References:

A- Required book(s), assigned reading and audio-visuals:

1-Robert M. .& James C., 1996 .International Economics . John Wiley &Sons, INC. USA.

2-عوض طالب محمد ، 1995 ، التجارة الدولية ، معهد الدراسات المصرفية ، الأردن .

B- Recommended books, materials, and media

الهباب، محمد سمير، تسويق المنتجات الزراعية والغذائية من منظور إدارة الأعمال الزراعية، الأردن، 2018 -1

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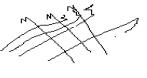
الجدوع، علي وبسام الديست، مبادئ التسويق، 2010 -1



26 Additional information:

- Concerns or complaints should be expressed in the first instance to the module lecturer; if no resolution is forthcoming, then the issue should be brought to the attention of the module coordinator (for multiple sections) who will take the concerns to the module representative meeting. Thereafter, problems are dealt with by the Department Chair and if still unresolved the Dean and then ultimately the Vice President. For final complaints, there will be a committee to review grading the final exam.

For more details on University regulations please visit: <http://www.ju.edu.jo/rules/index.htm>

Name of Course Coordinator: -Dr. Mohammad Majdalawi-----		Signature: -----	
Date: 7\2\2023			
Head of Curriculum Committee/Department: -----		Signature: -----	---
Head of Department: -----		Signature: -----	---
Head of Curriculum Committee/Faculty: -----		Signature: -----	---
Dean: -----		Signature: -----	