

Course Syllabus

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| 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:

This course aims at:

- B- Students Learning Outcomes (SLOs):**

| 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 | الهياب، محمد سمير، 2018 الشرفات، علي جدوع، 2010 |
| | | | Use the economics and marketing scientific literature effectively | blend | E-Learning | Synchronous Lecturing | Discussions and Exams | |
| | | | Demonstrate basic knowledge on data analysis of international marketing. | 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 | الهياب، محمد سمير، 2018 الهياب، محمد سمير و أحمد الريماوي، |

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| | | | | | | | | 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 | | | | | | | |
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| 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 | الهياب، محمد سمير، 2018 |
| | 5.2 | | Use the economics and marketing scientific literature | blend | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهياب، محمد سمير و أحمد الريماوي، 1996 |

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| | | | 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 | الهياب، محمد سمير، 2018 الشرفات، علي جدوع، 2010 |
| | 62 | | Use the economics and marketing scientific literature effectively | blend | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | |
| | | | | | | | | |
| 7 | 7.1 | Absolute advantages | Apply and analyze the new marketing system | Face to Face | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهياب، محمد سمير، 2018 الشرفات، علي جدوع، 2010 |
| | 7.2 | | Use the economics and marketing scientific literature effectively | Face to Face | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | |
| | | | Apply and analyze the new marketing system | Face to Face | | Synchronous Lecturing | Discussions and Exams | الهياب، محمد سمير، 2018 |

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| | | | | | | | | 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 الشرفات، علي جدوع، 2010 |
| | 8.2 | | | Face to Face | Microsoft Teams | Synchronous Lecturing | | |
| | | | | | | | | |
| 9 | 9.1 | Exchange rate | Employ analytical skills to be used for analysis of the marketing margins | Face to Face | Microsoft Teams | Synchronous Lecturing | | |
| | 9.2 | | 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 | | الهباب، محمد سمير، 2018 |
| | 10.2 | | 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 | Discussions and Exams | الهباب، محمد سمير، 2018 |

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| | | | 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 | الهياب، 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 .Internati onal Economi cs . 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، ميروك، 2014 التسويق الالكتروني |
| | 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 |

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| 13 | | | | Face to face | | | | onal Economi cs . John Wiley & Sons, INC. USA. |
| | | | | | | Synchronous Lecturing | Discussions and Exams | |
| | | | | | | Synchronous Lecturing | Discussions and Exams | |
| 14 | 13.2 | | | Face to face | | | | |
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| 15 | 14.1 | | | | | | | |
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| 16 | 15.1 | | | Blend | | Synchronous Lecturing | Discussions and Exams | |
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| 16 | 16.1 | Customs Taxes | Employ analytical skills to be used for analysis of the international markets. | Face to face | | Synchronous Lecturing | Discussions and Exams | |
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| | | | | Blend | | | Discussions and Exams | |

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 | |

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|--------------|-----|--|--|---------------------------------------|--|
| | | | 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

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

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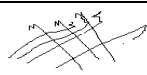
1- الجدوع، علي وبسام الديست، مبادئ التسويق، 2010



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>

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| 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: ----- | |