

1.	Course Name	Islamic Banking Marketing
2.	Course Number	0407330
3.	Approved Hours (paper, practical)	3
	(Actual Hours (paper , practical	42
4.	Previous requirements / concurrent requirements	===
5.	Program Name	Islamic Finance
6.	Program Number	7
7.	University Name	Jordanian University
8.	College	Sharia
9.	Department	Islamic Finance
10.	Course Level	4
11.	University Year / Semester	2017/2018
12.	Degree of the program	Bachelor
13.	Other departments involved in teaching the course	There is none
14.	Teaching Language	Arabic
15.	Date of introduction of the course outline / date of review of the course outline	2010

#### 16. Course Coordinator

Please Include The Following: Office Number, Office Hours, Phone Number, E-mail.

Sharia Building/ Department A/ Floor 3 / 0776767001/ [b.alshaer@ju.edu.jo](mailto:b.alshaer@ju.edu.jo)

Sunday, Tuesday, Thursday : 14:00 – 10:00

#### 17. Course professor

**Please Include The Following: Office Number, Office Hours, Phone Number, E-mail.**

Sharia Building/ Department A/ Floor 3 / 0776767001/ [b.alshaer@ju.edu.jo](mailto:b.alshaer@ju.edu.jo)

Sunday, Tuesday, Thursday : 14:00 – 10:00

### 18. Course Description

As mentioned in the approved course schedule.

This course deals with Islamic banking marketing: general definition of Islamic banks and investment models, introduction to commercial marketing, definition of marketing in Islamic banks, marketing environment and analysis, structure of marketing units in Islamic banks, marketing mix, marketing relationship risk management, banking marketing tools and controls. Legitimacy, marketing strategies

### 19. The goals of teaching the course and its outcomes.

:Learning Objectives

- 1.The student should know the meaning of the marketing terminology of the material
- 2.The student should learn about the mechanisms of Islamic banking marketing .
- 3.To inform the student of the general and specific provisions of the vocabulary of the article .
- 4.To apply what he learned from marketing policies and strategies on the ground .
- 5.The student should propose solutions to some marketing issues

:Learning outcomes

- :a. Understanding and comprehension: Students are expected to
- 1- Identify the differences between traditional marketing and Islamic marketing
  - 2- A2A compares the tools and strategies of Islamic and commercial banking
- :B. Intellectual, cognitive and analytical skills
- 1- B1-A analyzes the tools and strategies of Islamic banking marketing to conclude the advantages of Islamic banking marketing strategies - 2
- C. Special / applied skills
- 1- To employ Islamic banking strategies and tools on the ground
  - 2 - C2 – To avoid jealousy, injustice and fraud in marketing tools, especially media
- .Dr. Transformable Creative Skills
- 1- D- To reformulate the marketing policies of the Islamic banks in accordance with the Shari'a provisions
  - 2 - D2 – to propose solutions to develop economic marketing strategies in Islamic banks

## 20. محتوى المادة الدراسية والجدول الزمني لها

1. Content	week	Course Coordinator	3. The archived Outcomes of learning	4. Evaluation ways	5. References.
Introduction: A general definition of Islamic banks and investment formulas	1-2	d. Baseel al SHaaer	Understanding and absorbing.	Quizzes,	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Traditional Marketing: Its definition, types and tools, and the difference between traditional marketing and Islamic marketing	3 - 4	d. Baseel al SHaaer	Intellectual, Knowledgeable and analytical skills.	Presentations,	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Marketing environment and analysis	6 - 5	d. Baseel al SHaaer	particular/applied skills	Projects and Homework	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Marketing strategies	8 - 7	d. Baseel al SHaaer	Understanding and	Quizzes	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Marketing Tools	9-10	d. Baseel al SHaaer	absorbing	Reports that the student make, notes	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Marketing mix	-12 11	d. Baseel al SHaaer	Intellectual, Knowledgeable and analytical skills.	Notes, Quizzes	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Islamic Banking Marketing Assessment	-14 13	d. Baseel al SHaaer	3. The archived Outcomes of learning	Quizzes,	Marketing services in Islamic banks, d. Mahmoud Al-Wadi, Islamic Banking Marketing, Ayouch Badi
Research Discussion	1 5	d. Baseel al SHaaer	Understanding and absorbing.		Students researches

**21. Teaching activities and strategies.**

Lectures, discussions, homework, projects and presentation, brainstorming, Board questions.

**22. Evaluation methods and course requirements**

Quizzes and presentations.

Reports made by students.

Notes.

Projects and Homework.

**23. Course Policies**

**A- Policy of non-attendance: The university system applies the electronic recording for non-attendance.**

**B- Not attending tests and a day a homework is due: Not repeating the test and not accepting the homework unless with an excuse excepted by the dean or the dean's assistant.**

**C- Safety and health procedures: Keeping the hall's lightning on, and the correct conditioning and not overcrowding the hall.**

**D- Cheating and not respecting class order: according to the university's system and instructions.**

**E- Giving grades: To give a level according to the percentages approved in the college in proportion to the number of students, and the exception is in specific cases.**

**F- Services available at the university which contribute to the study of the course: public library, specialized library.**

**24. Equipment and required Devices**

Data show. Laptop, Banking Marketing Models

## 25. References

- A – The prescribed books, and the readings that the student must cover for the various subjects of the article:  
Islamic banking marketing, Ayouch Badi
- B – recommended books, and other educational materials: marketing services in Islamic banks, d. Mahmoud  
El Wadi

## 26. Additional information.

- Complaints are first addressed to the lecturer, and if no solution is found, the case should be addressed to the coordinator of the article (in the case of multiple departments), which will be presented at the meeting of the departmental representatives. After that, the problems are dealt with by the head of department then the dean and in the end turned into the vice president concerned. Final complaints are submitted to a special committee to review the final exam scores
- For more details on the laws of the university please visit the following link :  
<http://www.ju.edu.jo/rules/index.htm>

Date: -----

Rapporteur of the plan committee/ section : ----- Autograph: -----

Head of Department: Autograph: -----

Date: -----

Rapporteur of the plan committee/ College: ----- Autograph: -----

The Dean: Autograph: -----

**A copy to:**

Head of department

Dean's assistant for Quality assurance

Course Subject file