

**University of Mosul Administration & Economics College Marketing Management Dept.
Course Systems**

First Stage									
Second Course					First Course				
No. Units	Hours of practical	Hours of theoretical	Subject	ت	No. Units	Hours of practical	Hours of theoretical	Subject	ت
3	-	3	Business Management 2	1	3	-	3	Business Management 1	1
3	-	3	Marketing Management 2	2	3	-	3	Marketing Management 1	2
2	2	1	Statics 2	3	2	2	1	Statics 1	3
2	2	1	Finical Accounting2	4	2	2	1	Finical Accounting1	4
2	2	1	Macro Economics2	5	2	2	1	Micro Economics1	5
2	2	1	Basic of Computer	6	2	-	2	Arabic Language	6
2	-	2	Human Right & Democratic	7	2	-	2	Headway (Beginner)	7
16	8	12	Total		16	6	13	Total	

Second Stage									
Second Course					First Course				
No. Units	Hours of practical	Hours of theoretical	Subject	ت	No. Units	Hours of practical	Hours of theoretical	Subject	ت
3	-	3	Marketing Servises2	1	3	-	3	Marketing Servises1	1
3	-	2	Distribution	2	3	-	3	Marketing Logistics	2
2	-	2	promotion	3	2	-	2	Product	3
2	-	2	Brand & Positioning Management	4	2	-	2	Price	4
2	-	2	Sales Management	5	2	-	2	Strategic Management	5
2	-	2	Headway (elementary)	6	2	2	1	Quantity Marketing Methods	6
2	2	1	Office Applications (Excel)	7	2	2	1	Office Applications (Word & PowerPoint)	7
15	2	14	Total		16	4	14	Total	

Third Stage									
Second Course					First Course				
No. Units	Hours of practical	Hours of theoretical	Subject	ت	No. Units	Hours of practical	Hours of theoretical	Subject	ت
3	-	3	Marketing Information System	1	3	-	3	Global Marketing	1
2	-	2	Marketing Knowledge Management	2	2	2	1	Marketing Research	2
2	-	2	Marketing Organization Management	3	2	-	2	Costumer Behavior	3
2	-	2	Marketing Quality Management	4	2	-	2	Marketing Risk Management	4
2	-	2	Negotiation Management	5	2	-	2	Headway (pre-intermediate)	5
2	-	2	Statics Application in Marketing	6	2	2	1	Basics of Internet	6
2	-	2	Methods of Scientific Research	7					
15	0	15	Total		13	4	11	Total	

Fourth Stage									
Second Course					First Course				
No. Units	Hours of practical	Hours of theoretical	Subject	ت	No. Units	Hours of practical	Hours of theoretical	Subject	ت
2	-	2	Social and Ethics Responsible in Marketing	1	3	-	3	Customer Relationship Management	1
3	-	3	contemporary Marketing Studies 2	2	3	-	3	contemporary Marketing Studies 1	2
3	-	3	Marketing Strategies	3	2	2	1	Basics of Marketing Data	3
2	2	1	Electronics Marketing	4	2	-	2	Agriculture Marketing	4
2	-	2	Hotels & Tourism Marketing	5	2	-	2	Pharmaceutical Marketing	5
2	-	2	Headway (intermediate)	6	2	-	2	Sport Marketing	6
14	2	13	Total		14	2	13	Total	

Note: The student is requesting a specialized research project within the fourth year, which extends within the first and second courses, and the number of units is (2).