

University of Mosul
 College of Administration and
 Economics
 Department of Marketing
 Management

**Study subjects and number of units for the Master's program in the
 Marketing Management Department**

2023/2022			
The first course		الكورس الاول	
Subject	number of units	Subject	number of units
Contemporary marketing studies	3	Customer relationship management	3
International marketing	2	consumer's behavior	3
Marketing in specialized establishments	2	E-Marketing	2
Product and brand strategy	3	Optional subject	2
Marketing quality management	2	Research Methodology	2
English	-	Marketing Services	-
Consumer behavior/clearing	-		
Marketing information/clearing systems	-		