

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

A. Vision

Teaching ,Learning and Scientific research quality and providing a distinct marketing service for the public and private sectors depending on advanced information technology and international and regional ranking , to achieve advanced countries levels Adding to that ,the Superiority in Scientific research and publishing them in international Journals and Community service to advance the Iraqi economy

B. Mission

To create an educational environment that enables students to acquire required knowledge and skills for marketing activities and events in scientific methods as well as knowledge marketing service for the community in the light of current changes in the work environment ,and to present excellent academic program depending on advanced information technology that qualifies the department gradulators to work in global, regional and local markets ,effectively by using marketing skills which qualified them to employ their skills in local markets and facing the Challenges of the markets

C. Objectives

1. Preparing of qualified staff in marketing specialization which characterized with the necessary knowledge, skills and abilities that compatible with labor market needs, in which way that helps graduates students to get an appropriate work, and serving both of public and private sectors.
2. Serving the producing and marketing operations through staffs which have the capability to surveying, analyzing and determining needs and wants and trying to satisfying them.

3. Developing of student's capabilities to cope with the information technology and renewable marketing practices in business environment.
4. Achieving to distinctive levels of teaching, teaching vocabularies that requires a high requirement, practicing practical and academic guidance, and cooperating with academic and practical-oriented organizations.
5. Building a strategic partnership between the department and the business community, that reflected on supporting of department programs and employing the students after graduation.
6. Developing of students' capabilities to search, analyze and diagnosing of marketing problems and the ability to solve them, for their more, developing plans, strategies and operational programs based on scientific modern technologies.
7. Upgrading the scientific reality for Marketing Management Department students to keep pace with international and regional classification standards.
8. Focusing on scientific research and advanced applicable studies, throughout the use of knowledge and skills which the students learn in all marketing specialization.
9. Sharing of teachers and students' experiences to serve public and private organizations in marketing creativity.
10. Providing counseling to the community groups to achieve familial and individual marketing.
11. Making conferences, scientific seminars, panel discussions and workshops in the fields of marketing to exchange of local and foreign experiences and explore modern scientific developments in the field of marketing.