

## Course description template

### Reviewing the performance of higher education institutions ((academic program review))

This course description provides a succinct summary of the most important course characteristics and the learning outcomes that students are expected to achieve. Demonstrating whether he made the most of the learning opportunities available. This must be linked to the program description.

Ministry of Higher Education and Scientific Research / University of Mosul	1. Educational institution
College of Administration and Economics/Department of Marketing Management	2. University department/center
Principles of Accounting 1/104M_21AEMM	3. Course name/code
Field and electronic programmes	4. Programs in which he participates
Student attendance	5. Available forms of attendance
2023-2024	6. Semester/year
3 hours	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives:	
It aims to teach students the principles of accounting, how to record accounting entries, learn about the types of accounting records, how to register and post them, how to prepare budgets through accounting data, and how to correct errors.	
Accounting, processing it, and benefiting from this information in practical life.	

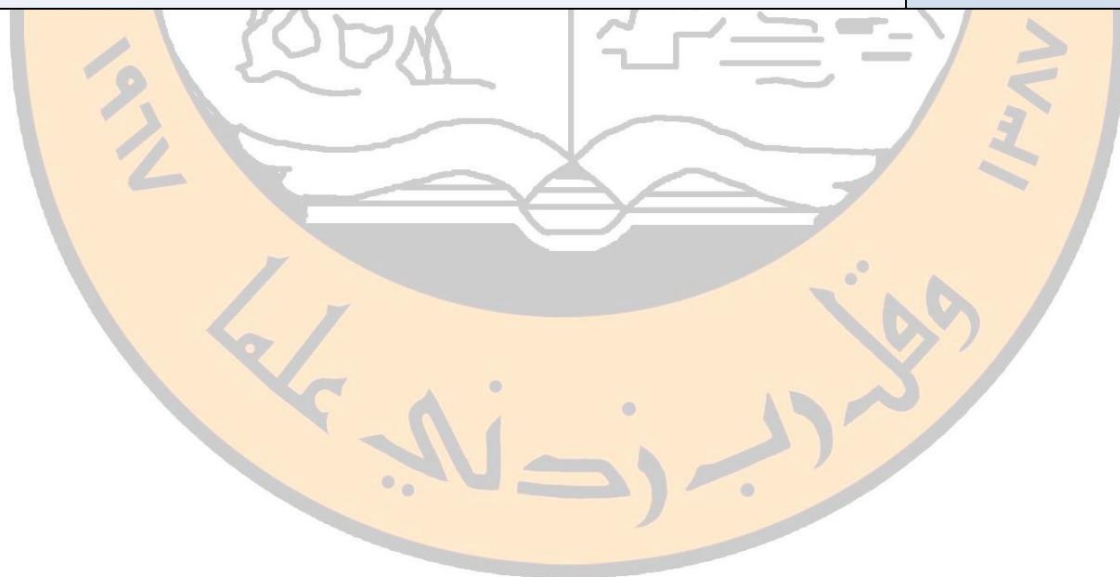
10. Learning outcomes and methods of teaching, learning and evaluation
a. Teaching and learning methods
Lectures and presentation
B. Evaluation methods
Daily attendance, daily exams, semester exams, assignments, required reports and research
C. Thinking skills
Reading, following up, reading, and electronic research

Dr.. General and transferable skills (other skills related to employability and personal development)
Introducing students to accounting principles and how to benefit from them in writing accounting entries, preparing budgets, and transferring to Accounting records, which creates knowledge expertise that is applicable in reality and serves society

11. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
Daily questions	Cast and share	Accounting is an information system	Theory and theoretical	3	1
Daily questions	Cast and share	Basis for recording financial transactions	field	3	2
Practical application	sharing	Basis for recording financial transactions	Applied	3	3
Daily questions	throw	Capital financial operations	theory	3	4
a test	sharing	Capital financial operations	Applied	3	5
Daily questions	Apply and share	Capital financial operations	Applied	3	6
Daily questions	Apply and share	Capital financial operations	Applied	3	7
Daily questions	Cast and share	Financial operations related to the goods	theory	3	8
Daily questions	Apply and share	Financial operations related to the goods	Applied	3	9
Daily testing	Apply and share	Financial operations related to the goods	Applied	3	10
Questions	Cast and share	Accounting treatment of discount	theory	3	11
Questions	throw	Accounting treatment of checks And commercial papers	theory	3	12
Questions	application	Accounting treatment of checks And commercial papers	Applied	3	13
Daily testing	application	Accounting treatment of checks and commercial papers	Applied	3	14

.12 Infrastructure	
<b>Master's theses, doctoral theses, and the International Information Network</b>	Required readings:
The book of principles of accounting, the second edition, revised and expanded, for the year 2000	• Written by the course
Written by Miqdad Ahmad Al-Jalili, Fouad Suleiman Zako, and Muhammad Taher Al-Shawi	• Other
	Special requirements
	Social services (including, for example, guest lectures, vocational training, and studies field)

13. Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students



## Course description template

### Reviewing the performance of higher education institutions ((academic program review))

This course description provides a succinct summary of the most important course characteristics and the learning outcomes that students are expected to achieve.

Demonstrating whether he made the most of the learning opportunities available. This must be linked to the program description.

Ministry of Higher Education and Scientific Research / University of Mosul	14. Educational institution
College of Administration and Economics/Department of Marketing Management	15. University department/center
Principles of Accounting 2/111M_21AEMM	16. Course name/code
Field and electronic programmes	17. Programs in which he participates
Student attendance	18. Available forms of attendance
2023-2024	.19 semester/year
3 hours	20. Number of academic hours (total)
	21. Date this description was prepared
22. Course objectives:	
It aims to teach students the principles of accounting, how to record accounting entries, learn about the types of accounting records, how to register and post them, how to prepare budgets through accounting data, and how to correct errors.	
Accounting, processing it, and benefiting from this information in practical life.	

23. Learning outcomes and methods of teaching, learning and assessment	
a. Teaching and learning methods	
Lectures and presentation	
B. Evaluation methods	
Daily attendance, daily exams, semester exams, assignments, required reports and research	
C. Thinking skills	
Reading, following up, reading, and electronic research	

Dr.. General and transferable skills (other skills related to employability and personal development)

Introducing students to accounting principles and how to benefit from them in writing accounting entries, preparing budgets, and transferring to Accounting records, which creates knowledge expertise that is applicable in reality and serves society

24. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
Questions	Cast and share	Trial balance with totals and balances Trial	theory	3	1
Questions	Cast and share	balance with totals and balances	Applied	3	2
Questions	Cast and share	Final accounts and budget list	theory	3	3
Daily testing	Apply	Final accounts and budget list	Applied	3	4
Questions	Cast and share	Constraint adjustments	theory	3	5
Questions	application	Constraint adjustments	Applied	3	6
Daily testing	application	Constraint adjustments	Applied	3	7
Questions	throw	Correcting accounting errors (shortcut method)	theory	3	8
Questions	application	Correcting accounting errors (shortcut method)	Applied	3	9
Questions	throw	Adjusted trial balance (after adjustments and error correction)	theory	3	10
Questions	application	Adjusted trial balance (after adjustments and error correction)	Applied	3	11
Questions	application	Adjusted trial balance (after adjustments and error correction)	Applied	3	12
Questions	Cast and share	Auxiliary daily records	theory	3	13
sharing	application	Auxiliary daily records	Applied	3	14

.25 Infrastructure	
<b>Master's theses, doctoral theses, and the International Information Network</b>  <b>The book of principles of accounting, the second edition, revised and expanded, for the year 2000</b>  <b>Written by Miqdad Ahmad Al-Jalili, Fouad Suleiman Zako, and Muhammad Taher Al-Shawi</b>	Required readings: • Written by the course • Other
Special requirements	
Social services (including, for example, guest lectures, vocational training, and studies field)	

.26 Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students



## Course description template

### Reviewing the performance of higher education institutions ((academic program review))

This course description provides a succinct summary of the most important course characteristics and the learning outcomes expected of students to achieve them with evidence.

Whether he made the most of the learning opportunities available. This must be linked to the program description.

University of Mosul	1. Educational institution
College of Management and Economics, Dohuk location, Department of Marketing Management	2. University department/center
Customer relationship management 401M_21AEMM	3. Course name/code
	4. Programs in which he participates
Attendance on time and at full time	5. Available forms of attendance
2024-2023	6. Semester/year
30 hours	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives: This course aims to introduce the student to the concept of customer relationship management, its importance and objectives for the organization. And customers and their dimensions as well as their characteristics	
It aims to teach students the principles of customer relationship management, how to deal with him, how to retain him, and what are the special strategies that the organization can follow for the purpose of sustaining the relationship with him and achieving his satisfaction.	

10. Learning outcomes and methods of teaching, learning and evaluation

a. Teaching and learning methods

Quick daily tests

Monthly exams during the semester



Homework
B. Evaluation methods:
Practical exams Written exams, homework, and behavior
C. Thinking skills
Active listening and self-criticism Analysis of information Focus information Organizing remembering
Dr.. General and transferable skills (other skills related to employability and personal development)
Expanding students' knowledge of various methodological sources and contributing to expressing opinions and respecting others

## 11. Course structure

Evaluation method	Teaching method	Name of the unit/course or topic	Outputs required learning	Week hours	
practical test	They asked questions	The origins and development of customer relationship management	Skill	3	1
Theoretical test	Traditional methods	The concept and advantages of customer relationship management	Emotional	3	2
	Discussion	Justifications for implementing customer relationship management	The kinetic one <sup>self</sup>	3	3
	They asked questions	The importance and objectives of customer relationship management	Cognitive	3	4
	Totals	Benefits and obstacles of customer relationship management	Skill	3	5
	Solve problems	Dimensions of customer relationship management	Emotional	3	6
	Cooperative	Customer relationship management problems	The kinetic one <sup>self</sup>	3	7

	Use of technology	Elements of customer relationship management	Cognitive	3	8
	Traditional methods	Elements of customer relationship management	Skill	3	9
	Discussion	Challenges and factors for success and failure of relationship management customers	Emotional	3	10
	They asked questions	Customer relationship management functions and activities	The kinetic one self	3	11
	Totals	Patterns left behind by customers	Cognitive	3	12
	Solve problems	Stages of customer relationship management	Skill	3	13
	Cooperative	Stages of customer relationship management	Emotional	3	14
	Use of technology	Monthly exam	The kinetic one self	3	15
	Traditional methods	Customer relationship management application	Cognitive	3	16
	Discussion	Interconnection between operational customer relationship management And analytical	Skill	3	17
	They asked questions	Technical architecture for customer relationship management	Emotional	3	18
	Totals	Use of data warehouse to support management Customer relations	The kinetic self	3	19
	Solve problems	Use of data warehouse to support management Customer relations	Cognitive	3	20
	Cooperative	The concept of electronic customer relationship management	Skill	3	21
	Use of technology	The concept of electronic customer relationship management	Emotional	3	22
	Traditional methods	Exam + discussion	The kinetic self	3	23
	Discussion	The difference between CRM and CRM-e	Cognitive	3	24
	They asked questions	Benefits and methods of implementing CRM-E	Skill	3	25
	Totals	Benefits and obstacles of applying CRM-E	Emotional	3	26
	Solve problems	The concept of electronic customer relationship management	The kinetic self	3	27
	Cooperative	The concept of electronic customer relationship management	Cognitive	3	28
	Use of technology	The difference between CRM and CRM-e	Skill	3	29

	Traditional methods	Discussion + questions	Emotional	3	30
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.12 Infrastructure	
<p>Mohamed Assem, designing a data warehouse to support relationship management Customers, Master's Thesis, 2010</p> <p>2 - Khaled Zidan, a proposed model for electronic commerce and its role in enhancing management Customer Relations, Master's 2012</p> <p>Yousef Hajim Sultan Al-Taie, Hashem Fawzi, 2009, Relationship Management Al-Zobun, first edition, Al-Warraq Publishing and Distribution Establishment</p>	<p style="text-align: right;">Required readings:</p> <p style="text-align: right;">ÿ Written by the course</p> <p style="text-align: right;">ÿ Other</p>
Scientific reports -1	Special requirements
	Social services (including, for example, guest lectures, vocational training, and studies field)

13. Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students

## Course description template

**Reviewing the performance of higher education institutions ((academic program review))**

This course description provides a succinct summary of the most important course characteristics and the learning outcomes that students are expected to achieve. Demonstrating whether he made the most of the learning opportunities available. This must be linked to the program description.

University of Mosul	1. Educational institution
College of Management and Economics, Duhok, Department of Marketing Management	2. University department/center
Marketing databases 406M_21AEMM	3. Course name/code
Access	4. Programs in which he participates
Attendance on time and in full	5. Available forms of attendance
2024-2023	6. Semester/year
30 hours	7. Number of academic hours (total)
	8. Date this description was prepared
<b>9. Course objectives: The course aims to introduce how to design a marketing database, which includes decision support systems, analysis Marketing information, addressing marketing problems</b>	

10. Learning outcomes and methods of teaching, learning and evaluation
a. Teaching and learning
methods: Rapid daily tests Monthly exams during the semester and homework View lectures via show data Discussions

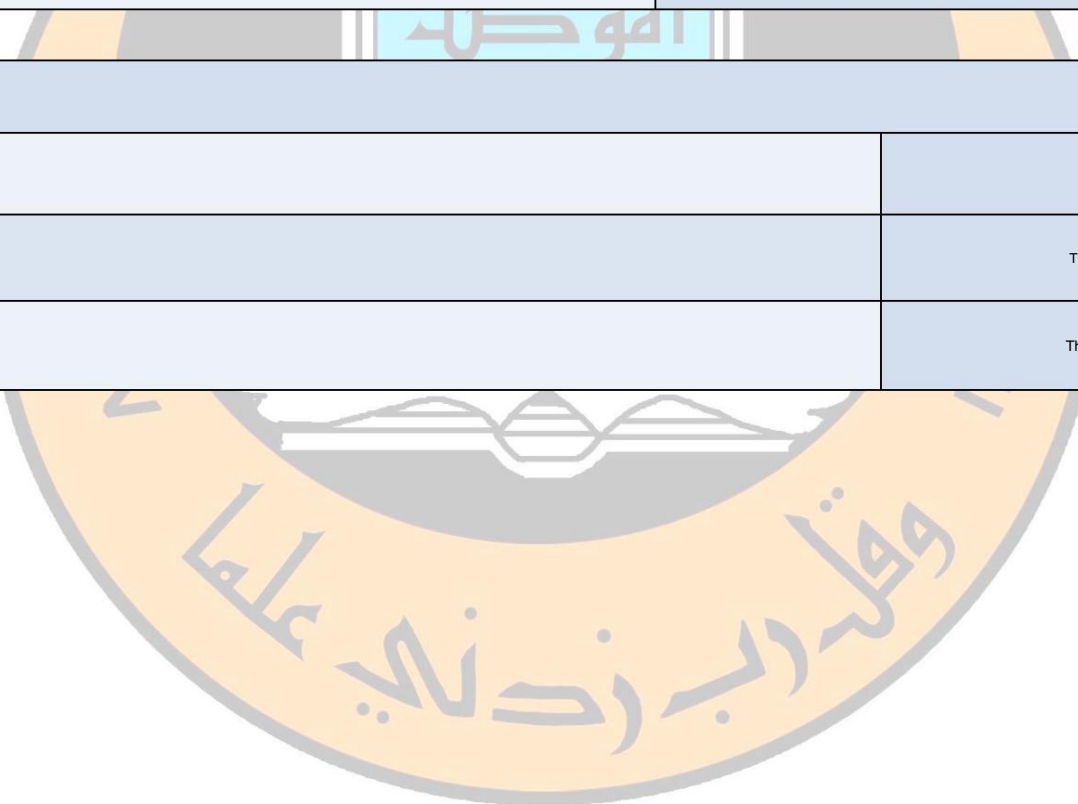
B. Evaluation methods:
Practical examinations Written exams and homework the behavior
C. Thinking skills
Active listening and self-criticism Information analysis Information focus recall Organization
Dr.. General and transferable skills (other skills related to employability and personal development)
Expanding students' knowledge of various methodological sources and contributing to expressing opinions and respecting others

11. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
practical test	Whiteboard display device	Introduction to databases	Skill	3	1
Theoretical test	Traditional methods	Benefits of database systems	Emotional	3	2
	Discussion	Components of the database system environment	The kinetic self	3	3
	They asked questions	Database management system components	Cognitive	3	4
	Totals	Interfaces and database languages	Skill	3	5
	Solve problems	Structure of the database management system	Emotional	3	6
	Cooperative	An introduction to the Access program and how to install it	The kineticself	3	7
	Use of technology	Main penetrating components	Cognitive	3	8
	Projector Writing board	Create tables and their properties	Skill	3	9

	Traditional methods	Relationships in Access	Emotional	3	10
	Discussion	Relationship keys/tables	The kineticself	3	11
	They asked questions	Determine the amount of participation	Cognitive	3	12
	Totals	Types of tables and relationships in Access	Skill	3	13
	Solve problems	Relational databases	Emotional	3	14
	Cooperative	Semester exam	The kinetic one self	3	15
	Use of technology	Enforce referential integrity	Cognitive	3	16
	Projector Writing board	Queries in Access	Skill	3	17
	Traditional methods	Types of inquiries	Emotional	3	18
	Discussion	Inquiry using code	The kineticself	3	19
	They asked questions	Computerized fields within the query	Cognitive	3	20
	Totals	Models and methods of building them	Skill	3	21
	Solve problems	Design the form manually	Emotional	3	22
	Cooperative	Reports in Access	The kineticself	3	23
	Use of technology	Macro	Cognitive	3	24
	Whiteboard display device	Model of entities and relationships	Skill	3	25
	Traditional methods	Practical applications of marketing databases	Emotional	3	26
	Discussion	Design projects by students	The kinetic one self	3	27
	They asked questions	Design projects by students	Cognitive	3	28
	Totals	General questions and discussions	Skill	3	29
	Solve problems	Semester exam	Emotional	3	30

.12 Infrastructure	
<p>ICDL Encyclopedia (International Computer Driving License) -١</p> <p>Internet - Help instructions for the program -٢</p>	<p>Required readings:</p> <ul style="list-style-type: none"> <li>• Written by the course</li> <li>• Other</li> </ul>
<p>-1 computer</p> <p>-2 Data Viewer</p> <p>-3 previous systems</p> <p>scientific reports<sup>-4</sup></p>	<p>Special requirements</p>
	<p>Social services (including, for example, guest lectures, vocational training, and studies field)</p>

13. Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students



### Reviewing the performance of higher education institutions ((academic program review))

The most important characteristics of the course and the learning outcomes expected of the student to achieve **required** This course description provides succinctness

Whether he has made the most of the learning opportunities available. This must be linked to a description of **Proof**  
the program.

University of Mosul / College of Administration and Economics	1. Educational institution
Marketing Management	2. University department/center
Marketing Research/306M21-AEMM	3. Course name/code
Marketing research design	4. Programs in which he participates
	5. Available forms of attendance
<b>2024-2023</b>	6. Semester/year
3	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives:	
This course aims to introduce the marketing research methodology and deal with marketing problems in the field of distribution, promotion, pricing, and the role of marketing information provided by marketing research to serve the marketing decision.	
10. Learning outcomes and methods of teaching, learning and evaluation	
a. Teaching and learning methods	
<b>Lecture + discussion and project method</b>	
B. Evaluation methods	
<b>Conducting tests + submitting models for research projects</b>	
C. Thinking skills	
<b>Students gain the ability to define a marketing research problem, develop hypotheses, and discuss the results.</b>	
Dr.. General and transferable skills (other skills related to employability and personal development)	



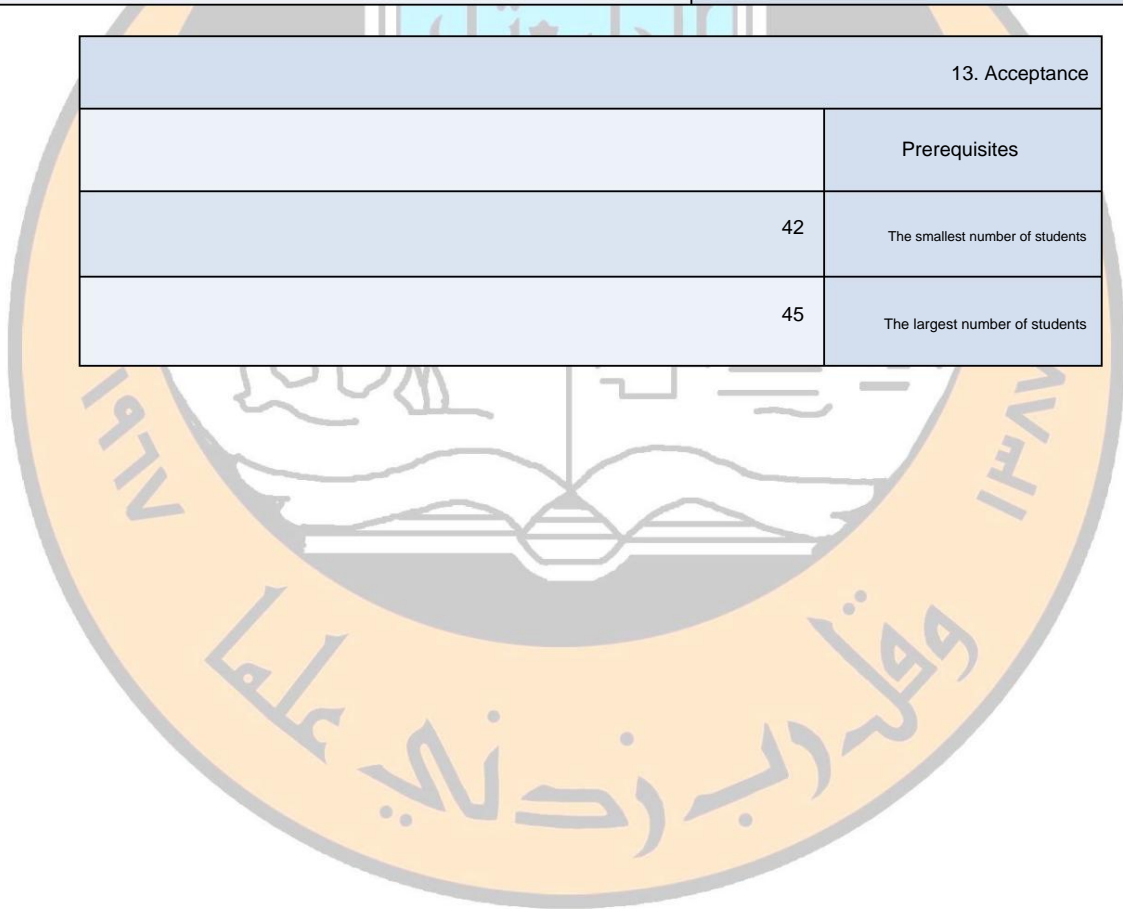
Through the marketing research subject, the student can employ his acquired abilities in his field of specialization and overcome any obstacles

A marketing problem by conducting marketing research

11. Course structure					
Teaching method and evaluation method		Name of the unit/course or topic	Required learning outcomes	Week hours	
Exam	a lecture	Marketing research concept	Identify the concept, types and importance of research Marketing	3	1
Exam	a lecture	Types of marketing research	Introducing the student to the types of marketing research	3	2
Exam	a lecture	General environment and environment Private	Identify the types of marketing research environment	3	3
Providing practical models	a lecture	Methods of collecting information	Introducing the student to how to collect data	3	4
Practical design	a lecture	Questionnaire form	How to design a questionnaire form	3	5
Exam	a lecture	Interviews	Learn about marketing interview methods	3	6
Exam	a lecture	Types of samples	Introducing the student to the concept of sampling and its types	3	7
Exam	a lecture	Methods and methods for determining size the sample	Introducing the student to how to determine sample size	3	8
Exam	a lecture	Types of samples	Types of samples	3	9
Practical models	a lecture	Measurement in marketing research	How to measure in marketing research	3	10
Practical models	a lecture	Measurement levels	Identify levels of measurement	3	11
Practical models	a lecture	Marketing research design concept	Introducing the student to the concept of marketing research design	3	12
Practical models	a lecture	Study design errors And marketing research	Giving the student an overview of some research design mistakes	3	13
Practical models	a lecture	data analysis	data analysis	3	14
Practical models	a lecture	International marketing	Introduction to international marketing	3	15
Practical models	a lecture	Innovation research	Introducing students to innovation research and consumption patterns	3	16

.12 Infrastructure	
<p><b>Dr. Ali Faleh Al-Zoghbi/2010/Marketing</b></p> <p><b>Research Dr. Najj Maal/2006/Marketing Research</b></p>	<p>Required readings:</p> <p>• Written by the course</p> <p>• Other</p>
	Special requirements
	<p>Social services (including, for example</p> <p>Guest lectures, professional training and studies</p> <p>field)</p>

13. Acceptance	
	Prerequisites
42	The smallest number of students
45	The largest number of students



## Course description template

### Reviewing the performance of higher education institutions ((academic program review))

This course description provides a succinct summary of the most important course characteristics and the learning outcomes that students are expected to achieve. Demonstrating whether he made the most of the learning opportunities available. This must be linked to the program description.

Ministry of Higher Education and Scientific Research/University of Mosul	1. Educational institution
College of Administration and Economics/Department of Marketing Management	2. University department/center
Social and ethical responsibility of marketing	3. Course name/code
Field programs and e-learning	4. Programs in which he participates
Student attendance	5. Available forms of attendance
2024-2023	6. Semester/year
6 hours	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives:	
<p>This course aims to introduce the student to the new term of social and ethical responsibility for marketing, which is an alternative term to Traditional marketing, and, and, and, and, and, emerge from the material, the concept and importance of marketing, and, and, and social responsibility, and the freedom of, and, and, from everything related to the integration of marketing, and, and, and social responsibility.</p> <p>The social and social strategy of the organization, as well as defining the organization's responsibility towards business ethics, consumer protection, and society.</p>	

10. Learning outcomes and methods of teaching, learning and evaluation
a. Teaching and learning methods
Lectures and presentation
B. Daily attendance
evaluation methods
Daily exams

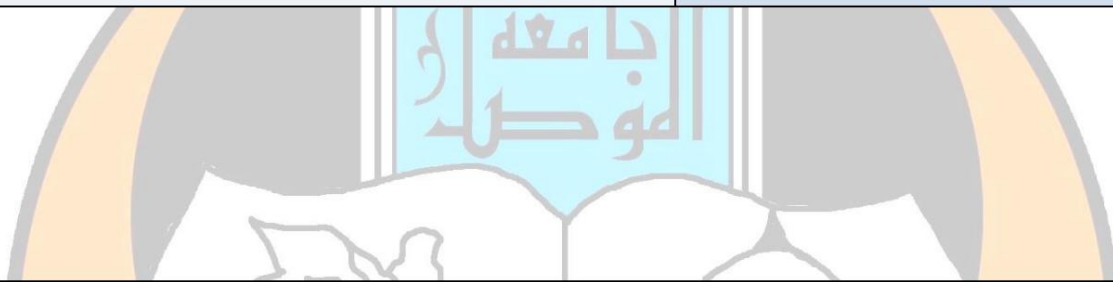
Quarterly exams
Required duties and reports
C. Thinking skills
Reading, following up, reading, and electronic
research d. General and transferable skills (other skills related to employability and personal development)
Introducing students to the subject of social and ethical responsibility for marketing and its importance and transferring cognitive experiences to reality Through theoretical teaching to actual application.

11. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	Week hours	
Daily questions	Meeting and participating	<b>The concept and development of the social responsibility of organizations</b>	Theory and field	2	1
Daily questions	Meeting and participating	<b>The importance of social responsibility for organizations</b>	Theory and field	2	2
Daily questions	Meeting and participating	<b>Dimensions and principles of social responsibility for organizations</b>	Theory and field	2	3
Daily questions	Meeting and participating	<b>Elements and standards of social responsibility for organizations</b>	Theory and field	2	4
Daily questions	Meeting and participating	<b>Complete areas of social responsibility for organizations</b>	Theory and field	2	5
Daily questions	Meeting and participating	<b>Trends and benefits of social responsibility for organizations</b>	Theory and field	2	6
Daily questions	Meeting and participating	<b>The most important social factors that lead to immorality Social responsibility</b>	Theory and field	2	7
Daily questions	Meeting and participating	<b>Steps to build a social responsibility program For organizations</b>	Theory and field	2	8
Daily questions	Meeting and participating	<b>Integration of social responsibility and the organization's strategy</b>	Theory and field	2	9
Daily questions	Meeting and participating	<b>Basic concepts of social responsibility</b>	Theory and field	2	10
Daily questions	Meeting and participating	<b>The organization's responsibility towards society</b>	Theory and field	2	11
Daily questions	Meeting and participating	<b>The organization's responsibility towards consumer protection</b>	Theory and field	2	12
Daily questions	Meeting and participating	<b>The organization's responsibility towards business ethics</b>	Theory and field	2	13
Daily questions	Meeting and participating	<b>The (classical, administrative, environmental) concept of responsibility Social</b>	Theory and field	2	14
The answer Typical	Questions	<b>Semester exam</b>	Quarterly evaluation		15
Daily questions	Meeting and participating	<b>Arguments in favor of carrying out social responsibility tasks</b>	Theory and field	2	16
Daily questions	Meeting and participating	<b>Theoretical and field arguments for opposition to carrying out social responsibility tasks</b>	Theory and field	2	17
Daily questions	Meeting and participating	<b>The social concept of marketing and social responsibility</b>	Theory and field	2	18

Daily questions	Meeting and participating	<b>Criticisms of social marketing</b>	Theory and field	2	19
Daily questions	Meeting and participating	<b>Social marketing standards</b>	Theory and field	2	20
Daily questions	Meeting and participating	<b>Obstacles to social marketing</b>	Theory and field	2	21
Daily questions	Meeting and participating	<b>The main conditions for achieving marketing responsibility</b>	Theory and field	2	22
Daily questions	Meeting and participating	<b>Social responsibility of marketing</b>	Theory and field	2	23
Daily questions	Meeting and participating	<b>Ethical standards in marketing</b>	Theory and field	2	24
Daily questions	Meeting and participating	<b>Ethical problems in marketing</b>	Theory and field	2	25
Daily questions	Meeting and participating	<b>Elements of social marketing</b>	Theory and field	2	26
Daily questions	Meeting and participating	<b>Social marketing mix</b>	Theory and field	2	27
Daily questions	Meeting and participating	<b>The goal of social promotional campaigns</b>	Theory and field	2	28
Daily questions	Meeting and participating	<b>Reasons for the failure of social campaigns</b>	Theory and field	2	29
The answer Typical	Questions	<b>Semester exam</b>	Quarterly evaluation		30



.12 Infrastructure	
<b>book</b>  <b>Master's thesis and doctoral dissertations</b>  <b>International Information Network</b>	Required readings: ý Written by the course ý Other
	Special requirements
	Social services (including, for example Guest lectures, professional training and studies field)



13. Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students



## Course description template

### Reviewing the performance of higher education institutions ((academic program review))

What about you? The characteristics of the course and the learning outcomes expected of students are the most important to achieve the required. This course description provides a brief description.

**He made the most of the learning opportunities available. They must be linked to the program description.**

University of Mosul / College of Administration and Economics	1. Educational institution
Marketing Management	2. University department/center
Global marketing	3. Course name/code
	4. Programs in which he participates
Attendance on time and full time	5. Available forms of attendance
2024-2023	6. Semester/year
30 hours	7. Number of academic hours (total)
2018	8. Date this description was prepared
9. Course objectives:	
This course aims to introduce students to the nature of marketing on a global scale and to understand and analyze marketing strategies and plans. Suitability to deal with global markets and the consequent necessity of adapting to them	
10. Learning outcomes and methods of teaching, learning and evaluation	
a. Teaching and learning methods	
Lecture/discussion/presentation/description	
B. Evaluation methods	
Theoretical exam / homework / behavior / attendance	

C. Thinking skills
Self-criticism / effective listening / information analysis / concentration skill / remembering skill
Dr.. General and transferable skills (other skills related to employability and personal development)
Contributing to expressing your opinion? Respecting others/expanding students' knowledge of various scientific sources

11. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
Posts	The lecture	Definition of global marketing	Cognitive	3	1
the audience	Discussion and lecture	Similarities and differences between Local and global marketing,	theoretical	3	2
Daily exam,	Asking lecture	international marketing	Practical	3	3
daily posts	questions	management, global marketing	cognitive	3	4
the audience	Asking lecture	environment, cultural environment	theoretical	3	5
behavior	questions	Economic environment	practical	3	6
the audience	Asking lecture	Legal and political environment	cognitive	3	7
Posts	questions	International trade organizations,	theoretical	3	8
Daily behavior	Discussion	global trade systems	theoretical	3	9
test	Asking	International economic blocs	cognitive	3	10
the audience	questions.	Global decision making	practical	3	11
Posts	Asking lecture questions	Export motives	theoretical	3	12
Daily behavior	Discussion	External motives	practical	3	13
test	Asking lecture	Obstacles to the success of global	cognitive	3	14
the audience	questions	marketing	theoretical	3	15
Posts	Discussion	Quarterly examination Forms of access	practical	3	16
Daily behavior	Asking lecture	to foreign markets Direct export	theoretical	3	17
test	questions	Indirect export	cognitive	3	18
the audience	Discussion	Foreign investment	practical	3	19
Posts	Ask questions	Global product	theoretical	3	20
Daily exam	Discussion	Adapting the global product	Cognitive	3	21
behavior	The lecture	Global product standardization	theoretical	3	22
the audience	Discussion	Factors affecting the success of the product globally	theoretical	3	23
Posts	Ask questions	Global pricing	theoretical	3	24
Daily exam	Discussion	Factors affecting global pricing	Cognitive	3	25
behavior	The lecture	Global distribution	theoretical	3	26



the audience	Ask questions	Global distribution channels	theoretical	3	27
Posts	Discussion	Global marketing via the Internet	theoretical	3	28
Daily behavior	The lecture	Benefits of the	My work	3	29
test	a lecture	Internet A quarterly exam	is cognitive	3	30

.12 Infrastructure	
<b>International Marketing/ Hani Al-Damour/ 2007</b> <b>International Marketing/Radwan Al-Omar/2007</b>	Required readings: <input type="checkbox"/> Written by the course <input type="checkbox"/> Other
Case Study	Special requirements
	Social services (including, for example, guest lectures, vocational training, and studies field)

13. Acceptance	
	Prerequisites
20	The smallest number of students
40	The largest number of students

## Course description template

**Reviewing the performance of higher education institutions ((academic program review))**

Required by the most important characteristics of the course and the learning outcomes that the student is expected to achieve. Briefly Provides this course description

**Demonstrating whether he made the most of the learning opportunities available. This must be linked to the**

**program description.**

Ministry of Higher Education and Scientific Research / University of Mosul	1. Educational institution
College of Administration and Economics/Department of Marketing Management	2. University department/center
Marketing Services AEMM18_M201	3. Course name/code
Field programs and e-learning	4. Programs in which he participates
Student attendance	5. Available forms of attendance
<b>2024-2023</b>	6. Semester/year
3 hours	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives:	
<p>This course aims to introduce the student to the concept of marketing services, and the main characteristics that distinguish them, as well as</p> <p>For everything related to production services clarifying the mechanism of marketing services and the marketing mix for services, as well as</p> <p>Pricing, promotion and distribution, as well as determining the role of customers in marketing services.</p>	

10. Learning outcomes and methods of teaching, learning and evaluation

a. Teaching and learning methods

Lectures and presentations

B. Evaluation methods

- Daily attendance.
- Daily preparation and oral questions.
- Daily exams.
- Quarterly exams.
- Daily duties and reports.
C. Thinking skills
Continuous daily reading, follow-up, and electronic research
Dr.. General and transferable skills (other skills related to employability and personal development)
Introducing students to the subject of marketing services and the importance of transferring and applying the knowledge gained through lectures to actual reality.

11. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	The hour T	week
Daily questions	Meeting and participating	Introduction to services	Theory and field	3	1
Daily questions	Meeting and participating	Main characteristics of the services	Theory and field	3	2
Daily questions	Meeting and participating	Marketing environment for services	Theory and field	3	3
Daily questions	Meeting and participating	Macro-environmental factors for services	Theory and field	3	4
Daily questions	Meeting and participating	Introduction to the marketing mix for services	Theory and field	3	5
Daily questions	Meeting and participating	Elements of the marketing mix for services	Theory and field	3	6
Daily questions	Meeting and participating	Marketing information systems for services	Theory and field	3	7
Daily questions	Meeting and participating	Marketing research for services	Theory and field	3	8
Daily questions	Meeting and participating	Purchasing behavior for services	Theory and field	3	9
Daily questions	Meeting and participating	Motivations and needs for purchasing services	Theory and field	3	10
Daily questions	Meeting and participating	The mental standing of services	Theory and field	3	11
Daily questions	Meeting and participating	Determine the mental position and restore it	Theory and field	3	12
Daily questions	Meeting and participating	Innovating and developing new services	Theory and field	3	13
Daily questions	Meeting and participating	Steps and stages of service development	Theory and field	3	14
Model answer	Questions	The semester exam	Quarterly evaluation	3	15
Daily questions	Meeting and participating	Pricing of services	Theory and field	3	16
Daily questions	Meeting and participating	Methods of pricing services	Theory and field	3	17
Daily questions	Meeting and participating	Service pricing strategies	Theory and field	3	18
Daily questions	Meeting and participating	Basic principles for pricing services	Theory and field	3	19

Daily questions	Meeting and participating	Distribution of services	Theory and field	3	20
Daily questions	Meeting and participating	Promotion of services	Theory and field	3	21
Daily questions	Meeting and participating	Promotional mix for services	Theory and field	3	22
Daily questions	Meeting and participating	Public and services	Theory and field	3	23
Daily questions	Meeting and participating	The role of customers in marketing services	Theory and field	3	24
Daily questions	Meeting and participating	Physical guide to services	Theory and field	3	25
Daily questions	Meeting and participating	Create an ideal environment for services	Theory and field	3	26
Daily questions	Meeting and participating	Quality and services	Theory and field	3	27
Daily questions	Meeting and participating	How do customers evaluate the quality of services / 1	Theory and field	3	28
Daily questions	Meeting and participating	How do customers evaluate the quality of services / 2	Theory and field	3	29
Model answer	Questions	The semester exam	Quarterly evaluation	3	30

.12 Infrastructure	
<ul style="list-style-type: none"> <li>• <b>Services Marketing book written by (Hani Hamid Al-Damour)</b></li> <li>• <b>Master's theses and doctoral theses.</b></li> <li>• <b>International Information Network.</b></li> </ul>	<p>Required readings:</p> <ul style="list-style-type: none"> <li>• Written by the course</li> <li>• Other</li> </ul>
	Special requirements
	<p>Social services (including, for example, guest lectures, vocational training, and studies field)</p>

13. Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students



## Course description template

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 program description.

University of Mosul/College of Administration and Economics	1. Educational institution
Marketing Management	2. University department/center
Information technology	3. Course name/code
Windows 10 operating system	4. Programs in which he participates
Weekly (1 hour theoretical + 2 hours practical)	5. Available forms of attendance
2024-2023	6. Semester/year
	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives: Introducing IT concepts, hardware and software components, and the operating system environment	

10. Learning outcomes and methods of teaching, learning and evaluation
a. Teaching and learning
methods: Adopting the method of discussion and exploration, using technological means to clarify the lecture and storming, giving the lecture mental
b. Evaluation methods
The semester exam
Daily exams, oral questions and direct assessment
Reports preparation
Project design

C. Thinking skills
<p>Conventional thinking by asking routine questions</p> <p>Cognitive thinking by asking questions whose answers are based on previous knowledge</p> <p>Creative thinking by adopting open-ended questions and critical thinking</p>
Dr.. General and transferable skills (other skills related to employability and personal development)
<p>Skills related to the psychological and educational aspects</p> <p>Taking into account individual differences among students</p> <p>Encouraging development through motivation, praise, and flattery. Raising morale by setting goals and striving to achieve them.</p>

11. Course structure					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
Oral questions, daily exams and discussion Oral	Theoretical + examples Realistic	Basic concepts in information technology	Skill	3	The first
questions, daily exams and discussion Oral	Theoretical + examples Realistic	General frameworks on the use of IT in marketing fields	Emotional	3	the second
questions, daily exams and discussion Oral	Theoretical + examples Realistic	Definition of computer and its generations	The kinetic self	3	the third
questions, daily exams and discussion Oral	Theoretical + examples Realistic	Practical examples	Cognitive	3	the fourth
questions, daily exams and discussion Oral	Theoretical + practical	Physical computer components	Skill	3	Fifth
questions, daily exams and discussion Oral	Theoretical + practical	Input units	Emotional	3	VI
questions, daily exams and discussion Oral questions, daily exams and discussion	Theoretical + practical	Central processing unit	The kinetic one self	3	Seventh
Oral questions, daily exams and discussion Oral	Theoretical + practical	Output units	Cognitive	3	VIII
questions, daily exams and discussion Oral	Theoretical + practical	Storage units	Skill	3	Ninth
questions, daily exams and discussion Oral	Theoretical + practical	Accessory devices	Emotional	3	The tenth
questions, daily exams and discussion Oral	Theoretical + practical	Numerical systems and flow charts	The kinetic one self	3	eleventh
questions, daily exams and discussion Oral	Theoretical + practical	Networks and websites	Cognitive	3	the second ten
questions, daily exams and discussion Oral questions, daily exams and discussion	Theoretical + practical	Electronic payment and protection	Skill	3	the third ten

Oral questions, daily exams, and discussion Oral	Practical + theoretical	Questions and discussions	Emotional	3	the fourth ten
questions, daily exams, and discussion Oral	Practical + theoretical	(The state of dismissal is now) Take an exam		3	Fifth ten
questions, daily exams, and discussion Oral	Practical + theoretical	The software components of a computer	Cognitive	3	Sixteenth
questions, daily exams, and discussion Oral	Practical + theoretical	Types of programs	for help	3	Seventh ten
questions, daily exams, and discussion Oral	Practical + theoretical	Types of operating systems	Emotional	3	VIII ten
questions, daily exams, and discussion Oral	Practical + theoretical	MS-DOS operating system-	The kinetic self	3	nineteenth
questions, daily exams, and discussion Oral	Practical + theoretical	Windows in the operating system windows	Cognitive	3	n the tenth
questions and exams Daily questions and	Practical + theoretical	Desktop in the operating system windows	for help	3	21st
discussion Oral questions, daily exams and	Practical + theoretical	Window settings in the windows operating system	Emotional	3	The twenty-second n
discussion Oral questions, daily exams and	Practical + theoretical	Security and protection in the operating system windows	The kinetic self	3	the third The twenty-
discussion Oral questions, daily exams and	Practical + theoretical	MCreate a shortcut, instructions, and commands for operating windows	Cognitive	3	fourth and the twenty-first
discussion Oral questions, daily exams and	Practical + theoretical	Ready-made software	for help	3	Twenty-fifth, twenty-
discussion Oral questions, daily exams and	Practical + theoretical	And how to remove them from the programs	Emotional	3	sixth, twenty-
discussion Oral questions, daily exams and	Practical + theoretical	T yrusa alfa	The kinetic one self	3	seventh
discussion Oral questions, daily exams and	Practical + theoretical	Antidote (methods and procedures) T-virus alpha	Cognitive	3	Twenty-eighth
discussion Oral questions, daily exams and discussion Oral questions, daily exams and discussion	Practical + theoretical	Examples of ready-made applications	for help	3	Twenty-nine
	Theoretical + practical	Second semester exam		3	Thon <sup>3</sup> rd



.12 Infrastructure	
	<p>Required readings:</p> <ul style="list-style-type: none"> <li>• Written by the course</li> <li>• Other</li> </ul>
Laboratories, display device, hardware and software components + virtual laboratory software	Special requirements
	<p>Social services (including, for example, guest lectures, vocational training, and studies field)</p>

13. Acceptance	
	Prerequisites
5	The smallest number of students
120	The largest number of students

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Ministry of Higher Education and Scientific Research / University of Mosul	1. Educational institution
College of Administration and Economics/Department of Marketing Management	2. University department/center
Consumer behaviour AEMM31_M303	3. Course name/code
Field and electronic programmes	4. Programs in which he participates
Student attendance	5. Available forms of attendance
2024-2023	6. Semester/year
4 hours	7. Number of academic hours (total)
	8. Date this description was prepared
9. Course objectives:	
This course aims to introduce the student to the concept of consumer behavior and its relationship to the purchasing decision, the stages of purchasing and commodity substitution, and the individual, social, and cultural determinants.	

10. Learning outcomes and methods of teaching, learning and evaluation

a. Teaching and learning methods

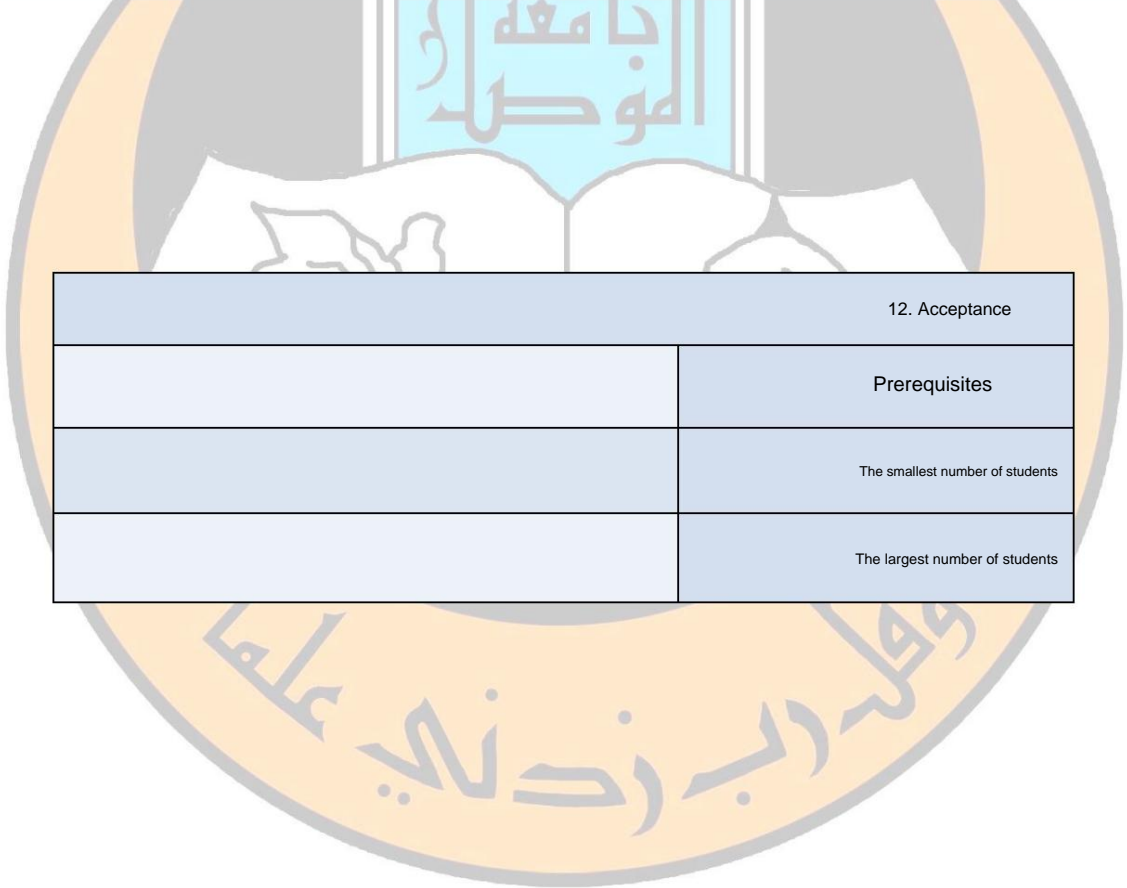
Lectures and presentation b. Daily
attendance evaluation
methods
Daily exams
Quarterly exams
Required duties and reports
C. Thinking skills
Reading, following up, reading, and electronic research
Dr.. General and transferable skills (other skills related to employability and personal development)
Introducing the student to the concepts of consumer behavior, how to achieve a purchase, and what are the necessary steps to convince the customer to buy.

11. Course structure: consumer behaviour					
Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
Daily questions	Meeting and participating	Marketing and consumer behavior	Theory and field	3	1
Daily questions	Meeting and participating	Marketing and consumer behavior	Theory and field	3	2
Daily questions	Meeting and participating	The concept of human behavior	Theory and field	3	3
Daily questions	Meeting and participating	The concept of human behavior	Theory and field	3	4
Daily questions	Meeting and participating	Market segmentation and ownership Item	Theory and field	3	5
Daily questions	Meeting and participating	Market segmentation and ownership Item	Theory and field	3	6
Daily questions	Meeting and participating	Purchasing decision making process	Theory and field	3	7
Daily questions	Meeting and participating	Consumer needs and motivations	Theory and field	3	8
Daily questions	Meeting and participating	Consumer needs and motivations	Theory and field	3	9
Daily questions	Meeting and participating	Learning and consumer behavior	Theory and field	3	10
Daily questions	Meeting and participating	Learning and consumer behavior	Theory and field	3	11
Daily questions	Meeting and participating	Perception and consumer behaviour	Theory and field	3	12
Daily questions	Meeting and participating	Perception and consumer behaviour	Theory and field	3	13

Daily questions	Meeting and participating	Personality and consumer behavior	Theory and field	3	14
Model answer	Questions	The semester exam	Quarterly evaluation		15
Daily questions	Meeting and participating	Personality and consumer behavior	Theory and field	3	16
Daily questions	Meeting and participating	Culture and consumer behavior	Theory and field	3	17
Daily questions	Meeting and participating	Culture and consumer behavior	Theory and field	3	18
Daily questions	Meeting and participating	Reference groups and consumer behavior	Theory and field	3	19
Daily questions	Meeting and participating	Reference groups and consumer behavior	Theory and field	3	20
Daily questions	Meeting and participating	Social class and consumer behavior	Theory and field	3	21
Daily questions	Meeting and participating	Family and consumer behavior	Theory and field	3	22
Daily questions	Meeting and participating	Communications and consumer behavior	Theory and field	3	23
Daily questions	Meeting and participating	Communications and consumer behavior	Theory and field	3	24
Daily questions	Meeting and participating	Communications and consumer behavior	Theory and field	3	25
Daily questions	Meeting and participating	Innovations are consumer behaviour	Theory and field	3	26
Daily questions	Meeting and participating	Innovations are consumer behaviour	Theory and field	3	27
Daily questions	Meeting and participating	Purchasing attitude and consumer behavior	Theory and field	3	28
Daily questions	Meeting and participating	Practical cases and applications	Theory and field	3	29
Model answer	Questions	The semester exam	Quarterly evaluation		30

.11 Infrastructure	
Strategy Management Book: Written by Dr. Zakaria Mutlak Al-Douri 2010: 2006, Letter Consumer Behavior Book, Dr. Muhammad Obaidat, Master's and Doctoral Dissertations, International Information Network	Required readings: ̣ Written by the course ̣ Other
/	Special requirements
	Social services (including, for example, guest lectures, vocational training, and studies field)

12. Acceptance	
	Prerequisites
	The smallest number of students
	The largest number of students



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**program description.**

Ministry of Higher Education and Scientific Research / University of Mosul	1. Educational institution
College of Administration and Economics/Department of Marketing Management	2. University department/center
Marketing Management AEMM18_M102	3. Course name/code
Field and electronic programmes	4. Programs in which he participates
Student attendance	5. Available forms of attendance
2018	6. Semester/year
6 hours	7. Number of academic hours (total)
/11/26 2018	8. Date this description was prepared
9. Course objectives:	
<p>This course aims to introduce students to the primary and basic marketing principles and concepts in marketing management, in addition to the importance of Marketing management leads to its role in achieving the success of business institutions, and introducing the various functions of marketing and the elements of the marketing mix.</p> <p style="text-align: right;">Which helps to understand the main dimensions of the marketing process</p>	

**1. Course structure**

Evaluation method	Teaching method	Name of the unit/course or topic	Required learning outcomes	hours	week
Daily questions	Meeting and participating	Introduction to the study of marketing	Theory and field	3	1
Daily questions	Meeting and participating	The concept of the marketing mix and its elements	Theory and field	3	2
Daily questions	Meeting and participating	Marketing environment	Theory and field	3	3
Daily questions	Meeting and participating	Consumer behaviour	Theory and field	3	4
Daily questions	Meeting and participating	Purchasing decisions	Theory and field	3	5
Daily questions	Meeting and participating	Market evaluation	Theory and field	3	6
Daily questions	Meeting and participating	Sales forecasting	Theory and field	3	7
Daily questions	Meeting and participating	Market research	Theory and field	3	8
Daily questions	Meeting and participating	Marketing information systems	Theory and field	3	9
Daily questions	Meeting and participating	The product and its mixture	Theory and field	3	10
Daily questions	Meeting and participating	Product life cycle	Theory and field	3	11
Daily questions	Meeting and participating	Steps to create a product	Theory and field	3	12
Daily questions	Meeting and participating	Packaging	Theory and field	3	13
Daily questions	Meeting and participating	Adopting products	Theory and field	3	14
Model answer	Questions	The semester exam	Quarterly evaluation		15
Daily questions	Meeting and participating	Marketing channel concept	Theory and field	3	16
Daily questions	Meeting and participating	Factors affecting the determination of the marketing channel	Theory and field	3	17
Daily questions	Meeting and participating	Wholesale trade	Theory and field	3	18
Daily questions	Meeting and participating	Retail trade	Theory and field	3	19
Daily questions	Meeting and participating	Physical distribution	Theory and field	3	20

Daily questions	Meeting and participating	Promotion	Theory and field	3	21
Daily questions	Meeting and participating	Advertisement	Theory and field	3	22
Daily questions	Meeting and participating	Activate sales	Theory and field	3	23
Daily questions	Meeting and participating	Pricing	Theory and field	3	24
Daily questions	Meeting and participating	Marketing Services	Theory and field	3	25
Daily questions	Meeting and participating	International marketing	Theory and field	3	26
Daily questions	Meeting and participating	Marketing strategy and its control	Theory and field	3	27
Daily questions	Meeting and participating	Marketing in non-profit organizations	Theory and field	3	28
Daily questions	Meeting and participating	Ethical considerations and social in marketing	Theory and field	3	29
Model answer	Questions	The semester exam	Quarterly evaluation		30





