

**Ministry of Higher Education and Scientific Research  
Scientific Supervision and Scientific Evaluation Apparatus  
Directorate of Quality Assurance and Academic Accreditation  
Accreditation Department**



**Academic Program and  
Course Description Guide  
for the Marketing  
Management Department**

*aharshir*

2024

## **Introduction:**

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

## **Concepts and terminology:**

**Academic Program Description:** The academic program description provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

**Course Description:** Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have made the most of the available learning opportunities. It is derived from the program description.

**Program Vision:** An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

**Program Mission:** Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

**Program Objectives:** They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

**Curriculum Structure:** All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

**Learning Outcomes:** A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

**Teaching and learning strategies:** They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

## Academic Program Description Form

**University Name:** Mosul.....

**Faculty/Institute:** College of Administration and Economics

**Scientific Department:** Marketing Management

**Academic or Professional Program Name:** Marketing Management

**Final Certificate Name:** Bachelor's degree in Marketing Management

**Academic System:** Course

**Description Preparation Date:** 2024

**File Completion Date:** 2024

**Signature:**



**Head of Department Name:**

**Dr. Mohammad Mahmoud**

**Hamed Al-Mallah Hassan**

**Date:**22/5/2024

**Signature:**



**Scientific Associate Name:**

**Dr. Alaa Abudulsalam Yahya**

**Date:**22/5/2024

**The file is checked by:**

**Department of Quality Assurance and University Performance**

**Director of the Quality Assurance and University Performance Department:**

**Omar Zuher Eazaaldiyn**

**Date:** 22/5/2024

**Signature:**



### 1. Program Vision

Quality in teaching, learning and scientific research and providing distinguished marketing service to the public and private sectors based on advanced information technology and global and regional classification standards, in addition to keeping pace with global changes in trade and marketing, as well as excellence in scientific research and publishing it in international sources and community service in a way that works to advance the Iraqi economy.

### 2. Program Mission

Creating an educational environment that enables students to acquire the knowledge and skills necessary for marketing activities and events to serve the Iraqi community, in addition to providing a distinguished academic program based on advanced information technologies, which qualifies the department's graduates to work in global, regional and local markets with high efficiency and marketing skills that qualify them to delve into the market and its challenges.

### 3. Program Objectives

1. Preparing qualified cadres in the field of marketing management sciences, who have the necessary knowledge, skills and abilities at a level consistent with the needs of the labor market, so that they help graduates obtain appropriate job opportunities, and in a way that serves the public and private sectors.

2. Serving the production and marketing process through cadres capable of studying and analyzing the market, identifying needs and desires, and trying to meet them.
3. Developing students' capabilities to keep pace with information technology and renewable marketing practices in the business environment.
4. Achieving distinguished levels of teaching, teaching highly demanding vocabulary, practicing academic and practical guidance, and cooperating with academic and practical-oriented organizations.
5. Building a strategic partnership between the department and the business community, which is reflected in supporting the department's programs and employing students after their graduation.
6. Developing students' abilities to research, analyze and diagnose marketing problems and the ability to solve them, and to develop plans, strategies and executive programs on sound scientific foundations using modern technologies.
7. Improving the scientific reality of students of the Marketing Management Department to keep pace with international and regional classification standards.
8. Focus on conducting scientific research and advanced applied studies, by employing the knowledge and skills that the student has learned in all market specializations.
9. Sharing experiences for teachers and students to serve public and private organizations in marketing creativity.

10. Providing advice to community groups to achieve family or individual marketing activity.
11. Organizing conferences, scientific seminars, discussion panels and workshops in the fields of marketing to exchange local and foreign experiences and learn about contemporary scientific developments in marketing.

#### 4. Program Accreditation

National standards for accrediting programs in colleges of administration and economics in Iraq

#### 5. Other external influences

Ministry of Commerce + Ministry of Culture

#### 6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	١٠	٢٤	١٧.٧	
College Requirements	٨	٢٤	١٧.٧	
Department Requirements	٣٦	٨٥	٦٢.٩	
Summer Training	١	٢	١.٤	
Other				

\* This can include notes whether the course is basic or optional.

## 7. Program Description

Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	practical
First year/first course	AEMM24-101	Business Administration 1		
	AEMM24-102	Marketing Management 1		
	AEMM24-103	Statistics 1		
	AEMM24-104	Financial Accounting 1		
	AEMM24-105	Microeconomics 1		
	AEMM24-106	Arabic language		
	AEMM24-107	Headway (Beginner)		
First year/second course	AEMM24-108	Business Administration 2		
	AEMM24-109	Marketing management 2		
	AEMM24-110	Statistics 2		
	AEMM24-111	Financial Accounting 2		
	AEMM24-112	Macroeconomics 2		
	AEMM24-113	Computer basics		
	AEMM24-114	Human rights and democracy		
Second year/first course	AEMM24-201	Marketing services (1)		
	AEMM24-202	Marketing supplies		
	AEMM24-203	the product		
	AEMM24-204	Pricing		
	AEMM24-205	Strategic management		
	AEMM24-206	Quantitative methods in marketing		
	AEMM24-207	Office applications (Word & PowerPoint)		
Second year/second course	AEMM24-208	Marketing services (2)		
	AEMM24-209	distribution		
	AEMM24-210	Promotion		
	AEMM24-211	Brand management and mental positioning		
	AEMM24-212	Sales Administration		
	AEMM24-213	Headway (elementary)		
	AEMM24-214	Office applications (Excel)		
Third year/first course	AEMM24-301	Global Marketing		
	AEMM24-302	Marketing research		
	AEMM24-303	Consumer behavior		



	<b>AEMM24-304</b>	Marketing risk management		
	<b>AEMM24-305</b>	Headway (pre-intermediate)		
	<b>AEMM24-306</b>	Internet basics		
<b>Third year/second course</b>	<b>AEMM24-307</b>	Marketing information systems		
	<b>AEMM24-308</b>	Marketing knowledge management		
	<b>AEMM24-309</b>	Management of marketing organizations		
	<b>AEMM24-310</b>	Marketing quality management		
	<b>AEMM24-311</b>	Negotiation management		
	<b>AEMM24-312</b>	Statistical applications in marketing		
	<b>AEMM24-313</b>	Research Methodology		
<b>Fourth year/first course</b>	<b>AEMM24-401</b>	Customer relationship management		
	<b>AEMM24-402</b>	Contemporary marketing studies (1)		
	<b>AEMM24-403</b>	Marketing databases		
	<b>AEMM24-404</b>	Agricultural marketing		
	<b>AEMM24-405</b>	Agricultural marketing		
	<b>AEMM24-406</b>	Sports marketing		
	<b>AEMM24-407</b>	Social and ethical responsibility of marketing		
<b>Fourth year/second course</b>	<b>AEMM24-408</b>	Contemporary marketing studies (2)		
	<b>AEMM24-409</b>	Marketing strategies		
	<b>AEMM24-410</b>	E-Marketing		
	<b>AEMM24-411</b>	Tourism and hotel marketing		
	<b>AEMM24-412</b>	Headway (intermediate)		

## 8. Expected learning outcomes of the program

<b>Knowledge</b>	
The knowledge store generated by the student from the information he received during academic lectures during one week	<ol style="list-style-type: none"> <li>1. Various knowledge in the field of marketing management</li> <li>2. Understanding the modern trends that must be applied in the marketing field</li> <li>3. Introducing students to contemporary marketing concepts</li> </ol>
<b>Skills</b>	
Technical skills.	The ability to use the computer skillfully and deal with various educational programs

management skills	Good administrative style and the ability to follow sound administrative methods in speeches and dealings with various administrative units
Marketing skills	Enjoying various marketing skills through the ability to accurately determine prices, negotiating ability, traditional and electronic supply and promotion methods, and various marketing concepts.
<b>Ethics</b>	
Moral values	By being ethical in dealings between customers, social and ethical responsibility in various marketing methods, as well as preserving the environment through sustainability and clean energy, and working to market and promote it using various marketing methods.
Administrative values	Finding a competent and honest employee, as well as instilling job values and encouraging job integrity in him

## 9. Teaching and Learning Strategies

- a. Enabling the student to learn about marketing concepts and work to find marketing solutions to the marketing problems that organizations suffer from.
- b. Working to deliver marketing knowledge in all its forms to the student and trying to reach a deep understanding of the various academic subjects.
- c. 3. Working to provide knowledge and marketing skills that a marketing employee in different organizations must possess.

## 10. Evaluation methods

- Daily preparations
- Oral exams
- Reports
- Quarterly exam

## 11. Faculty

### Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Dr.Mohammad Mahmoud Hamed Al-Mallah Hassan	Business Administration	Marketing Management			*	
DR. jerjes Omair Abbas Al-Hadidi	Business Administration	Marketing Management			*	
DR.Nada AbdelBaset Kashmoula	Business Administration	Marketing Management			*	
DR. Laila Jarallah Khalil Al-Taie	Business Administration	Marketing Management			*	
DR. Munther Khader Yaqoub Al-Muhtadi	Business Administration	Marketing Management			*	
DR. Bashar Thakir Saleh Al-Qutji	Business Administration	Marketing Management			*	
DR. Younis Ahmed Khalil Al Nuaimi	Business Administration	Marketing Management			*	
DR. Hind Khader Ahmed Al-Qaisi	Business Administration	Marketing Management			*	
Dr.. Saif Abdullah Al-Araji	Economics	Agricultural economics			*	
Rafal Mahmoud Jassim Al-Dulaimi	Teaching methods	English language			*	
Saif Khaled Abdul Aziz Zakaria	Management Information Systems	Management Information Systems			*	
Muhammad Ahmed Mahmoud Al-Hamami	Business Administration	Marketing Management			*	
Shaima Nazim Hamdoun Al-Fahadi	Business Administration	Marketing Management			*	
Sahm Hazem Naguib Toubia	Management Information Systems	Management Information Systems			*	

<b>Bahaa Habib Mahmoud Al-Taie</b>	Business Administration	Marketing Management			*	
<b>Ibtisam Karim Turki</b>	Business Administration	Marketing Management			*	
<b>Abdel Bari Abdel Majeed Ahmed Al Hamdani</b>	Business Administration	Marketing Management			*	
<b>Tuqa Abdel Nafi Taha Al Nuaimi</b>	Business Administration	Management Information Systems			*	
<b>Najdat Mustafa Musaib</b>	Business Administration	Marketing Management			*	
<b>Yasser Muhammad Ibrahim</b>	Business Administration	Marketing Management			*	
<b>Ahmed Khaled</b>	Business Administration	Organization management			*	
<b>Asmaa Salem Muhammad</b>	accounting	accounting				*

### Professional Development

#### Mentoring new faculty members

1. Passing the teaching methods course.
2. Involving them in development and educational courses.
3. Including them in lectures as an assistant with a senior professor.

#### Professional development of faculty members

1. Scientific research requested during one calendar year.
2. Various conferences, workshops and seminars
3. Their proposals regarding developing scientific vocabulary.
4. Their annual evaluation and passing the acceptable grade in the evaluation

### 12. Acceptance Criterion

**Central admission + evening study**

**13. The most important sources of information about the program**

The electronic department website within the College of Administration and Economics / University of Mosul

**14. Program Development Plan**

Participation of Assistant Professor Dr. Muhammad Mahmoud Hamid Al-Mala Hassan, Head of the Department, in a ministerial committee to develop the curricula of the Faculties of Management and Economics, specifically the curricula of the Marketing Management Department at the level of the Faculties of Management and Economics in Iraqi universities, in accordance with Ministerial Order No. T3/2199 on 3/19/2023.

## Program Skills Outline

				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
<b>First year/first course</b>	AEMM24-101	Business Administration 1	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-102	Marketing Management 1	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-103	Statistics 1	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-104	Financial Accounting 1	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-105	Microeconomics 1	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-106	Arabic language	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-107	Headway (Beginner)	Basic	*	*	*	*	*	*	*	*	*	*	*	*
<b>First year/second course</b>	AEMM24-108	Business Administration 2	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-109	Marketing management 2	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-110	Statistics 2	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-111	Financial Accounting 2	Basic	*	*	*	*	*	*	*	*	*	*	*	*

	AEMM24-112	Macroeconomics 2	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-113	Computer basics	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-114	Human rights and democracy	Basic	*	*	*	*	*	*	*	*	*	*	*	*
<b>Second year/first course</b>	AEMM24-201	Marketing services (1)	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-202	Marketing supplies	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-203	the product	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-204	Pricing	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-205	Strategic management	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-206	Quantitative methods in marketing	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-207	Office applications (Word & PowerPoint)	Basic	*	*	*	*	*	*	*	*	*	*	*	*
<b>Second year/second course</b>	AEMM24-208	Marketing services (2)	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-209	Distribution	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-210	Promotion	Basic	*	*	*	*	*	*	*	*	*	*	*	*

	AEMM24-211	Brand management and mental positioning	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-212	Sales Administration	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-213	Headway (elementary)	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-214	Office applications (Excel	Basic	*	*	*	*	*	*	*	*	*	*	*	*
Third year/first course	AEMM24-301	Global Marketing	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-302	Marketing research	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-303	Consumer behavior	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-304	Marketing risk management	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-305	Headway (pre-intermediate)	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-306	Internet basics	Basic	*	*	*	*	*	*	*	*	*	*	*	*
Third year/second course	AEMM24-307	Marketing information systems	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-308	Marketing knowledge management	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-309	Management of marketing organizations	Basic	*	*	*	*	*	*	*	*	*	*	*	*



	<b>AEMM24-310</b>	<b>Marketing quality management</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-311</b>	<b>Negotiation management</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-312</b>	<b>Statistical applications in marketing</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-313</b>	<b>Research Methodology</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
<b>Fourth year/first course</b>	<b>AEMM24-401</b>	<b>Customer relationship management</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-402</b>	<b>Contemporary marketing studies (1)</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-403</b>	<b>Marketing databases</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-404</b>	<b>Agricultural marketing</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-405</b>	<b>Agricultural marketing</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-406</b>	<b>Sports marketing</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-407</b>	<b>Social and ethical responsibility of marketing</b>	Basic	*	*	*	*	*	*	*	*	*	*	*	*

<b>Fourth year/second course</b>	<b>AEMM24-408</b>	Contemporary marketing studies (2)	Basic	*	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-409</b>	Marketing strategies	Basic	*	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-410</b>	E-Marketing	Basic	*	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-411</b>	Tourism and hotel marketing	Basic	*	*	*	*	*	*	*	*	*	*	*	*	*
	<b>AEMM24-412</b>	Headway (intermediate)	Basic	*	*	*	*	*	*	*	*	*	*	*	*	*

- **Please tick the boxes corresponding to the individual program learning outcomes under evaluation.**

## Course Description Form

<b>1. Course Name:</b>					
<b>2. Course Code:</b>					
<b>3. Semester / Year:</b>					
<b>4. Description Preparation Date:</b>					
<b>5. Available Attendance Forms:</b>					
<b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>					
<b>7. Course administrator's name (mention all, if more than one name)</b>					
Name:					
Email:					
<b>8. Course Objectives</b>					
<b>Course Objectives</b>			<ul style="list-style-type: none"> <li>• .....</li> <li>• .....</li> <li>• .....</li> </ul>		
<b>9. Teaching and Learning Strategies</b>					
<b>Strategy</b>					
<b>10. Course Structure</b>					
<b>Week</b>	<b>Hours</b>	<b>Required Learning Outcomes</b>	<b>Unit or subject name</b>	<b>Learning method</b>	<b>Evaluation method</b>

<b>11. Course Evaluation</b>					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc					
<b>12. Learning and Teaching Resources</b>					
Required textbooks (curricular books, if any)					
Main references (sources)					
Recommended books and references (scientific journals, reports...)					
Electronic References, Websites					