



**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 Bachelor's
Program
For the Marketing Management
Department (Bologna Path)**



2024

Introduction:

The educational program is a coordinated and organized package of courses that include procedures and experiences organized into study modules. The primary purpose of the program is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market. It is reviewed and evaluated annually through internal or external audit procedures and programs, such as the External Examiner Program.

The academic program description provides a brief summary of the program's main features and courses, according to the Bologna Process, and outlines the skills students are expected to acquire based on the program's objectives. The importance of this description is evident in that it represents the cornerstone for obtaining program accreditation. It is written by faculty members under the supervision of the academic committees in the academic departments.

This third edition of the guide includes a description of the academic program after updating the vocabulary and paragraphs of the previous guide in light of the latest developments in the educational system in Iraq. This guide also includes a description of the academic program of the Bologna Process for the Marketing Management Department, in accordance with the requirements and vision of the Iraqi Ministry of Higher Education and Scientific Research in updating the curricula of the Colleges of Management and Economics in accordance with international curricula and tracks.

In this context, we cannot but emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth running of the educational process.



Concepts and terms of the course system

Academic Program Description: The academic program description provides a concise summary of the program's vision, mission, and objectives, including a precise description of the targeted learning outcomes according to specific learning strategies.

Course Description: Provides a concise summary of the course's key features and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities. It is derived from the program description.

Program vision: An ambitious vision for the future of the academic program to be advanced, inspiring, motivating, realistic, and applicable.

Program message: It briefly explains the objectives and the activities required to achieve them, and it also identifies the paths and directions of the program's development.

Program objectives: These 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 (semester, year, Bologna track), whether required by (ministry, university, college, or scientific department), along with the number of academic units.

Learning outcomes: A consistent set of knowledge, skills, and values acquired by the student after successfully completing the academic program. The learning outcomes for each course must be defined in a manner that achieves the program's objectives.

Teaching and learning strategies: They are the strategies used by faculty members to develop student teaching and learning. They are plans followed to achieve learning objectives. They describe all classroom and extracurricular activities to achieve the program's learning outcomes.



Academic Program Description Form
(Bologna Route)

University name: University of Mosul

College/The Institute: College of Management and Economics

Scientific Department: Marketing Management Department

Name of academic or professional program: Bachelor of Marketing Management

Final Certificate Name: Bachelor of Marketing Management

The educational system: (Bologna Process)

Description preparation date:

Date of filling out the file:

the signature:

Name of the Department

Head: A.M.D. Bashar Zakir Saleh Al-Qutji

the date:

the signature:

Scientific Assistant Name: A.D. Alaa Abdel Salam Yahya Al-Hamdani

the date:

Check the file before

Quality Assurance and University Performance Division

Name of the Director of the Quality Assurance and University

Performance Division: M. Omar Zuhair Ezz El-Din

the date

the signature

Dean's approval

Pro. Dr. SINAN ZUHAIR MOHAMMED GAMEEL
Dean of College of Administration & Economics



Dean's approval

1. Program vision

Leadership in education and marketing research to meet market requirements and achieve sustainable development locally and globally.

2. Program message

Preparing distinguished marketing cadres, both scientifically and practically, through academic programs that keep pace with modern developments, and preparing scientific research that contributes to solving societal problems and enhancing the competitiveness of the labor market, while adhering to ethical and professional values.



3. Program objectives

1. Developing academic programs in line with quality and academic accreditation standards, and the needs of the local and international labor market, enhancing the efficiency of scientific research, and linking graduation projects and applied research to market and societal issues.
2. Enhancing students' digital and technical skills, particularly in the fields of digital marketing, data analysis, and e-commerce, supporting blended learning, and using artificial intelligence in marketing.
3. Building effective partnerships with public and private sector institutions to provide training, employment, and marketing consulting opportunities.
4. Developing students' entrepreneurship and innovation skills to prepare them for the freelance labor market and entrepreneurial projects, and instilling sustainable development concepts in marketing strategies.
5. Emphasis on ethical and societal values in marketing practices, and promotion of the concept of sustainable marketing.

4. Program accreditation

National Standards for Accreditation of Business and Economics College
Programs in Iraq

5. Other external influences

Ministry of Commerce + Ministry of Culture + Ministry of Health + Ministry of
Agriculture + Ministry of Youth and Sports + Civil Society Organizations



6. Program structure

comments *	percentage	Study unit	Number of courses	Program structure
	10.5	14	8	University requirements
	88	117	43	Department requirements
	1.5	2	1	Summer training
				Other

* Notes may include whether the course is core or optional.

7. Program Description

Level	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
UGI	One	1	MMM1101	Principles of Business Administration	Arabic	3	3
		2	MMM1102	Principles of Marketing Management	Arabic	4	3
		3	MMM1103	accounting principles	Arabic	3	3
		4	MMM1104	Principles of Economics	Arabic	3	3
		5	UOM1041	Human rights and democracy	Arabic	2	3
		6	UOM1011	Arabic	Arabic	2	3
				Total		17	18

	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem	
						CL (hr/w)		
	Two	1	MMM1205	Management Essentials	Arabic	3	3	
		2	MMM1206	Marketing Management Essentials	Arabic	4	3	
		3	MMM1207	Principles of Statistics	Arabic	2	3	
		4	MMM1208	Marketing green economies	Arabic	3	3	
		5	UOM1031	computer	Arabic	1	3	
		6	UOM1021	English language	English	2	3	
				Total		15	18	
Level	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem	
						CL (hr/w)		
UGII	Three	1	MMM-2307	Marketing services	Arabic	3	3	
		2	MMM-2308	Marketing Supplies	Arabic	3	3	
		3	MMM-2309	Product	Arabic	3	3	
		4	MMM-23010	Pricing	Arabic	3	3	
		5	MMM-23011	Strategic management	Arabic	2	3	
		6	MMM-23012	Quantitative methods in marketing	Arabic	3	3	
		7	UOM-201	Computer and Artificial Intelligence	Arabic	1	3	
		8	UOM-201	Arabic	Arabic	2	3	
				Total		20	24	
	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem	
						CL (hr/w)		
	Four	1	MMM-24013	distribution	Arabic	3	3	
		2	MMM-24014	Promotion	Arabic	3	3	
		3	MMM-24015	Brand and Mental Positioning Management	Arabic	3	3	
4		MMM-24016	Marketing information systems	Arabic	2	3		
5		MMM-24017	Negotiation Management	Arabic	2	3		
6		UOM-201	Baath regime crimes in Iraq	Arabic	2	3		
7		UOM-201	English language	English	2	3		
		Total		17	21			
Level	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem	
						CL (hr/w)		
UGIII	Five	1	MMM-35018	Global Marketing	Arabic	3	3	
		2	MMM-35019	Marketing databases	Arabic	3	3	
		3	MMM-35020	consumer behavior	Arabic	3	3	

		4	MMM-35021	Marketing Risk Management	Arabic	3	3
		5	MMM-35022	Sales Management	Arabic	2	3
		6	MMM-35023	Elective (Marketing Performance Management, Marketing Organization Management, Marketing Communications)	Arabic	2	3
				Total		16	18
	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
	Six	1	MMM-36024	Marketing research	Arabic	3	3
		2	MMM-36025	Marketing knowledge management	Arabic	3	3
		3	MMM-36026	Marketing website design	Arabic	1	3
		4	MMM-36027	Marketing Quality Management	Arabic	3	3
		5	MMM-36028	Marketing strategies	Arabic	3	3
		6	MMM-36029	Scientific research methods	Arabic	2	3
				Total		15	18
Level	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
	Seven	1	MMM-47030	Customer Relationship Management	Arabic	3	3
		2	MMM-47031	Contemporary Marketing Studies	Arabic	3	3
		3	MMM-47032	Marketing techniques	Arabic	1	3
		4	MMM-47033	agricultural marketing	Arabic	3	3
		5	MMM-47034	Pharmaceutical marketing	Arabic	3	3
		6	MMM-47035	Cyber marketing	Arabic	3	3
				Total		16	18
	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
UGIV	Eight	1	MMM-48036	Sustainable Marketing	Arabic	3	3
		2	MMM-48037	Sports Marketing	Arabic	3	3
		3	MMM-48038	Banking Marketing	Arabic	3	3
		4	MMM-48039	e-marketing	Arabic	1	3
		5	MMM-48040	Tourism and hotel marketing	Arabic	3	3
		6	MMM-48041	Research project	Arabic	2	3
				Total		15	18
	Semester	No.	Module Code	Name of the course	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	

7. Expected learning outcomes of the program

knowledge

Learning outcomes It consists of the sum of knowledge, skills and competencies that the student is expected to acquire after successfully completing each semester or completing the academic program. The learning outcomes for each subject and semester must be determined in a manner that contributes to achieving the objectives of the academic program.

Skills

Ability to use the computer skillfully and deal with various educational programs	Technical skills.
Good administrative style and the ability to follow sound administrative methods in speeches and dealings with various administrative units	Administrative skills
Possess various marketing skills through the ability to accurately determine prices, negotiating ability, supply methods, traditional and electronic promotion, and various marketing concepts.	Marketing skills

values

By being ethical in dealings with 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 through various marketing methods.	moral values
Finding a competent and honest employee, as well as instilling job values and encouraging job integrity in him.	Administrative values

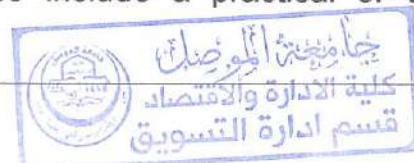
1. Teaching and learning strategies

1. Enabling the student to understand marketing concepts and work on finding marketing solutions to the marketing problems facing organizations.
2. Working to deliver marketing knowledge in all its forms to students and trying to achieve a deep understanding of the various academic subjects.
3. Working to provide knowledge and marketing skills that a marketing employee in various organizations must possess.



2. Evaluation methods

- **Formative assessment:** A form of assessment that identifies a student's strengths and weaknesses in performance throughout the semester and determines the student's progress toward achieving learning outcomes. Formative assessment consists of tasks and assignments determined by the course instructor and approved by the college/institute council. These tasks may include, for example, daily exams, homework, reports, work projects, field visits, discussions, clinical requirements, etc., depending on the nature of the course.
- **Summative assessment** is a type of assessment conducted mid-semester and at the end of the semester. It assesses student achievements and ensures that the student has actually achieved the learning outcomes. This is done through tests. Summative assessment consists of two parts: a mid-semester test and final tests. It may also include a practical or clinical exam.



3. Faculty

Faculty members

Faculty preparation		Special requirements/skills (if any)		Specialization		Academic rank
lecturer	angel			private	general	
	*			Marketing Management	Business Administration	Asst. Prof. Dr. Bashar Zakir Saleh
	*			Marketing Management	Business Administration	Asst. Prof. Dr. Nada Abdel Basset Kashmoula
	*			Marketing Management	Business Administration	Asst. Prof. Dr. Laila Jarallah Khalil
	*			Marketing Management	Business Administration	Asst. Prof. Dr. Munther Khader

						Yaqoub
	*			Marketing Management	Business Administration	Asst. Prof. Dr. Mohamed Mahmoud Hamed
	*			Knowledge Management	Business Administration	Asst. Prof. Dr. Manal Abdul Jabbar Ibrahim
	*			Marketing Management	Business Administration	A.M. Omar Yassin Mohammed
	*			Marketing Management	Business Administration	A.M. Mohamed Ahmed Mahmoud
	*			Marketing Management	Business Administration	Dr. Younis Ahmed Fathy
	*			Marketing Management	Business Administration	Dr. Hind Khader Ahmed
	*			Economy	Economy	Dr. Saif Mustafa Abdullah
	*			Marketing Management	Business Administration	Dr. Bahaa Habib Mahmoud
	*			Marketing Management	Business Administration	Dr. Abdul Bari Abdul Majeed Ahmed
	*			Management Information Systems	Management Information Systems	M. Saif Khaled Zakaria
	*			English language teaching methods	Teaching methods	M. Rafel Mahmoud
	*			Management Information Systems	Management Information Systems	M. Sahm Hazem Naguib
	*			Marketing Management	Business Administration	Ms. Shaimaa Nazim Hamdoun
	*			Marketing Management	Business Administration	millimeter. Taqi Abdel Nafie Taha
	*			Marketing Management	Marketing Management	M.M. Najdat Mustafa Musayyib
	*			Business Administration	Business Administration	M.M. Ahmed Khaled Hammadi
	*			Marketing Management	Marketing Management	M.M. Yasser Mohamed Ibrahim
*				accounting	accounting	M.M. Asmaa Ali Sultan
				Computer Science	Computer Science	M.M. Ibtisam Turki Karim

Professional development

Orientation of new faculty members

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

Professional development for faculty members

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

4. Acceptance criteria

Central admission + evening study

5. The most important sources of information about the program

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



1. Program Development Plan

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

Program Skills Map															
Outputs learning Required from The program															
values				Skills				knowledge			Essential or optional?	Course name	Course code	Year/Level	
C4	C3	C2	C1	for4	for3	for2	for1	A4	A3	A2					A1
*	*	*	*	*	*	*	*	*	*	*	*	*	Principles of Business Administration	MMM1101	Semester One
*	*	*	*	*	*	*	*	*	*	*	*	*	Principles of Marketing Management	MMM1102	
*	*	*	*	*	*	*	*	*	*	*	*	*	accounting principles	MMM1103	
*	*	*	*	*	*	*	*	*	*	*	*	*	Principles of Economics	MMM1104	
*	*	*	*	*	*	*	*	*	*	*	*	*	Human rights and democracy	UOM1041	
*	*	*	*	*	*	*	*	*	*	*	*	*	Arabic	UOM1011	Semester Two
*	*	*	*	*	*	*	*	*	*	*	*	*	Management Essentials	MMM1205	



[illegible]

	MMM-35021	Marketing Risk Management	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-35022	Sales Management	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-35023	Elective (Marketing Performance Management, Marketing Organization Management, Marketing Communications)	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Semester Six	MMM-36024	Marketing research	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-36025	Marketing knowledge management	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-36026	Marketing website design	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-36027	Marketing Quality Management	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-36028	Marketing strategies	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	MMM-36029	Scientific research	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	



