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 in the Department of Marketing Management

جامعة الموصل
كلية الادارة والاقتصاد
قسم ادارة التسويق
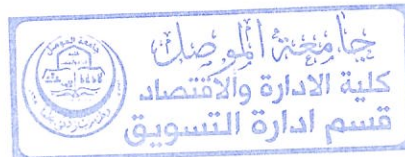
2024

Introduction:

The educational program is a coordinated and organized package of courses that include procedures and experiences organized into study modules. The primary purpose is to build and refine graduates' skills, making them qualified to meet the requirements of the labor market. The program 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, its courses, and the Bologna Process (first stage). It outlines the skills students are expected to acquire based on the program's objectives. The importance of this description is evident as it represents the cornerstone for obtaining program accreditation. It is co-written by teaching staff 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 developments in the educational system in Iraq. This guide included a description of the academic program in its traditional form (annual, semester). It also adopted the academic program description circulated pursuant to the Department of Studies Circular TM3/2906 dated May 3, 2023, regarding programs that adopt the Bologna Process as the basis for their work. In this regard, we cannot but emphasize the importance of writing academic program and course descriptions to ensure the smooth running of the educational process.

Concepts and terminology:

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: It 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, designed to be progressive, inspiring, motivating, realistic, and applicable.

Program Vision: An ambitious vision for the future of the academic program, one that is progressive, inspiring, motivating, realistic, and applicable.

Program Mission: Briefly defines the objectives and activities required to achieve them, and identifies the program's development paths and direction.

Program Objectives: Statements that describe what the academic program intends to achieve within a specific timeframe, measurable and observable.

Curriculum Structure: All courses/subjects included in the academic program according to the approved learning system (semester, annual, Bologna Process), whether required by a ministry, university, college, or scientific department, along with the number of credits.

Learning Outcomes: A consistent set of knowledge, skills, and values acquired by the student upon successful completion of the academic program. Learning outcomes for each course must be defined in a manner that achieves the program's objectives.

Teaching and Learning Strategies: These are the strategies used by a faculty member to develop student teaching and learning. They are plans followed to achieve the learning objectives. This describes all in-class and extracurricular activities to achieve the program's learning outcomes.

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.
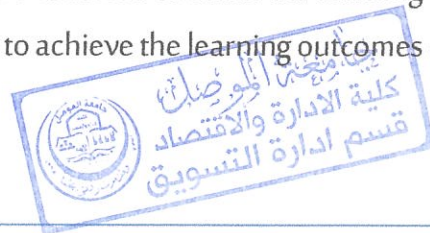
Academic Program Description Form

University Name: University of Mosul

College/Institute: College of Administration and Economics

Academic Department: Department of Marketing Management

Academic or Professional Program Title: Bachelor of Marketing Management

Final Degree Title: Bachelor of Marketing Management

Academic System: First Stage (Bologna Path)

Academic System: Second/Third/Fourth Stage (Courses)

Description Preparation Date: May 20, 2025

File Completion Date:

Signature:

Name of Department Head: Asst. Prof. Dr. Bashar Dhaker Saleh Al-Qutji

Date:

Signature:

Name of Academic Assistant: Prof. Dr. Alaa Abdel Salam Yahya Al-Hamdani

Date:

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Signature:

Omar Zuhair Ezddin

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

Approval of the Dean

1. Program Vision

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

2. Program Mission

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. Develop academic programs in line with quality standards, academic accreditation, and the needs of the local and international labor market.
2. Enhance students' digital and technical skills, particularly in the fields of digital marketing, data analysis, and e-commerce.
3. Enhance the efficiency of scientific research and link graduation projects and applied research to market and societal issues.
4. Build effective partnerships with public and private sector institutions to provide training, employment, and marketing consulting opportunities.
5. Develop students' entrepreneurship and innovation skills, preparing them for the freelance labor market and entrepreneurial projects.
6. Emphasize ethical and societal values in marketing practices and promote the concept of sustainable marketing.
7. Expand continuing education and training by offering professional courses and programs targeting the local community and institutions.
8. Support blended learning and the use of artificial intelligence in marketing.
9. Integrate sustainable development concepts into marketing strategies.

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.
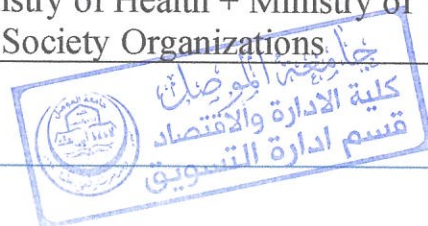
6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	10	24	17.7	
College Requirements	8	24	17.7	
Department Requirements	36	85	62.9	
Summer Training	1	2	1.4	
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	3	-
	AEMM24-103	Statistics 1	3	-
	AEMM24-104	Financial Accounting 1	1	2
	AEMM24-105	Microeconomics 1	1	2
	AEMM24-106	Arabic Language	1	2
	AEMM24-107	Headway (Beginner)	2	-
First year / Second course	AEMM24-108	Business Administration 2	3	
	AEMM24-109	Marketing Management 2	3	-
	AEMM24-110	Statistics 2	1	-
	AEMM24-111	Financial Accounting 2	1	2
	AEMM24-112	Macroeconomics 2	1	2
	AEMM24-113	Computer Basics	1	2
	AEMM24-114	Human Rights and Democracy	2	2
Second year / First course	AEMM24-201	Marketing Services (1)	3	-
	AEMM24-202	Marketing Supplies	3	-
	AEMM24-203	Product	2	-
	AEMM24-204	Pricing	2	-
	AEMM24-205	Strategic Management	2	-
	AEMM24-206	Quantitative Methods in Marketing	1	2
	AEMM24-207	Office Applications (Word & PowerPoint)	1	2
Second year / second course	AEMM24-208	Marketing Services (2)	3	-
	AEMM24-209	Distribution	2	-
	AEMM24-210	Promotion	2	-
	AEMM24-211	Brand and Brand Management	2	-
	AEMM24-212	Sales Management	2	-
	AEMM24-213	Headway (elementary)	2	-
	AEMM24-214	Office Applications (Excel)	1	2
Third year / First course	AEMM24-301	Global Marketing	3	-
	AEMM24-302	Marketing Research	1	2
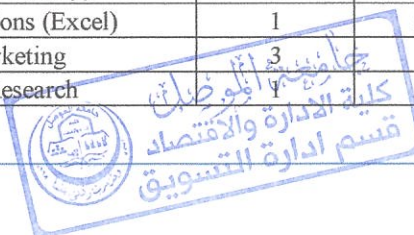
	AEMM24-303	Consumer Behavior	2	-
	AEMM24-304	Marketing Risk Management	2	-
	AEMM24-305	Headway (pre-intermediate)	2	-
	AEMM24-306	Internet Basics	1	2
Third year / Second course	AEMM24-307	Marketing Information Systems	3	-
	AEMM24-308	Marketing Knowledge Management	2	-
	AEMM24-309	Marketing Organization Management	2	-
	AEMM24-310	Marketing Quality Management	2	-
	AEMM24-311	Negotiation Management	2	-
	AEMM24-312	Statistical Applications in Marketing	2	-
	AEMM24-313	Scientific Research Methods	2	-
Fourth Year / First Course	AEMM24-401	Customer Relationship Management	3	-
	AEMM24-402	Contemporary Marketing Studies (1)	3	-
Fourth Year / First Course	AEMM24-403	Marketing Databases	1	2
	AEMM24-404	Agricultural Marketing	2	-
	AEMM24-405	Pharmaceutical Marketing	2	-
	AEMM24-406	Sports Marketing	2	-
Fourth Year / First Course	AEMM24-407	Social and Ethical Responsibility of Marketing	2	-
	AEMM24-408	Contemporary Marketing Studies (2)	3	-
	AEMM24-409	Marketing Strategies	3	-
	AEMM24-410	Electronic Marketing	1	2
	AEMM24-411	Tourism and Hotel Marketing	2	-
	AEMM24-412	Headway (intermediate)	2	-

8. Expected learning outcomes of the program

Knowledge	
1. Diverse knowledge in the field of marketing management 2. Understanding the modern trends that must be applied in the marketing field 3. Introducing students to contemporary marketing concepts	The knowledge base generated by the student from the information he received during academic lectures during one week

Skills	
Technical skills.	The ability to use a computer proficiently and handle various educational programs.
Management skills.	A good administrative style and the ability to follow sound administrative methods in communications and dealings with various administrative units.
Marketing skills.	A diverse range of marketing skills, including the ability to accurately determine prices, negotiating skills, traditional and electronic supply and promotion methods, and various marketing concepts.

Ethics	
Moral Values	By embracing ethics in customer interactions, social and ethical responsibility in various marketing methods, and preserving the environment through sustainability and clean energy, and working to market and promote them through various marketing methods.
Administrative Values	Finding competent and honest employees, as well as instilling professional values and encouraging professional integrity.
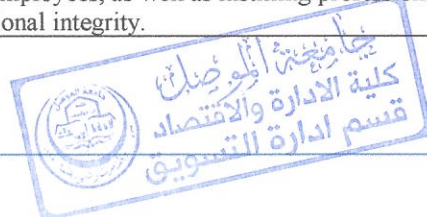
9. Teaching and Learning Strategies

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

10. Evaluation methods

- Daily preparations
- Oral exams
- Reports
- Termly exam

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Asst. Prof. Dr. Mohammed Mahmoud Hamed Al-Mallahsan	Business Administration	Marketing Management			*	
Asst. Prof. Dr. Gerges Omair Abbas Al-Hadidi	Business Administration	Marketing Management			*	
Asst. Prof. Dr. Nada Abdulbasit Kashmoula	Business Administration	Marketing Management			*	
Asst. Prof. Dr. Laila Jarallah Khalil Al-Taie	Business Administration	Marketing Management			*	
Asst. Prof. Dr. Munther Khader Yaqoub Al-Mahdi	Business Administration	Marketing Management			*	
Asst. Prof. Dr. Bashar Dhaker Saleh Al-Qutji	Business Administration	Marketing Management			*	
Younis Ahmed Khalil Al-Naimi	Business Administration	Marketing Management			*	
Hind Khader Ahmed Al-Qaisi	Business Administration	Marketing Management			*	

Name	Department	Specialization			*	
. Saif Abdullah Al-Araji	Economics	Agricultural Economics			*	
Rafel Mahmoud Jassim Al-Dulaimi	Teaching Methods	English Language			*	
Saif Khaled Abdulaziz Zakaria	Management Information Systems	Management Information Systems			*	
Mohammed Ahmed Mahmoud Al-Hamami	Business Administration	Marketing Management			*	
Shaima Nazim Hamdoun Al-Fahadi	Business Administration	Marketing Management			*	
Sahm hazim najeeb	Management Information Systems	Management Information Systems			*	
Baha Habib Mahmoud Al-Taie	Business Administration	Marketing Management			*	
Ibtisam Karim Turki	Computers	Networks			*	
Abdulbari Abdulmajeed Ahmed Al-Hamdani	Business Administration	Marketing Management			*	
Taqi Abdulnafi Taha Al-Naimi	Business Administration	Information Systems			*	
. Najdat Mustafa Musayyib	Marketing Management	Marketing Management			*	
Yasser Mohamed Ibrahim	Marketing Management	Marketing Management			*	
Ahmed Khaled	Business Administration	Organizational Management			*	
Asmaa Salem Mohamed	Accounting	Accounting				*

Professional Development
Mentoring new faculty members
1. Passing a teaching methods course.
2. Enrolling them in developmental and educational courses.
3. Enrolling them in lectures as an assistant with a senior professor.
Professional development of faculty members
1. Scientific research required of them during a calendar year.
2. Various conferences, workshops, and seminars.
3. Their proposals for developing scientific vocabulary.
4. Their annual evaluation and passing the acceptable grade.

12. Acceptance Criterion

Central admission + evening study

13. The most important sources of information about the program

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

14. Program Development Plan

Participation of Assistant Professor Dr. Muhammad Mahmoud Hamid Al-Mullahsan, 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 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
First year / First course	AEMM24-101	Business Administration 1	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-102	Marketing Management 1	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-103	Statistics 1	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-104	Financial Accounting 1	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-105	Microeconomics 1	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-106	Arabic Language	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-107	Headway (Beginner)	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-108	Business Administration 2	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-109	Marketing Management 2	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-110	Statistics 2	essential	*	*	*	*	*	*	*	*	*	*	*	*
First year / Second course	AEMM24-111	Financial Accounting 2	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-112	Macroeconomics 2	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-113	Computer Basics	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-114	Human Rights and Democracy	essential	*	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-201	Marketing Services (1)	essential	*	*	*	*	*	*	*	*	*	*	*	*

Second year / First course	AEMM24-202	Marketing Supplies	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-203	Product	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-204	Pricing	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-205	Strategic Management	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-206	Quantitative Methods in Marketing	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-207	Office Applications (Word & PowerPoint)	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-208	Marketing Services (2)	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-209	Distribution	essential	*	*	*	*	*	*	*	*	*	*	*
Second year / second course	AEMM24-210	Promotion	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-211	Brand and Brand Management	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-212	Sales Management	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-213	Headway (elementary)	essential	*	*	*	*	*	*	*	*	*	*	*
	AEMM24-214	Office Applications (Excel)	essential	*	*	*	*	*	*	*	*	*	*	*

Third year / First course	AEMM24-301	Global Marketing		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-302	Marketing Research		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-303	Consumer Behavior		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-304	Marketing Risk Management		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-305	Headway (pre-intermediate)		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-306	Internet Basics		*	*	*	*	*	*	*	*	*	*	*
Third year / Second course	AEMM24-307	Marketing Information Systems		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-308	Marketing Knowledge Management		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-309	Marketing Organization Management		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-310	Marketing Quality Management		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-311	Negotiation Management		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-312	Statistical Applications in Marketing		*	*	*	*	*	*	*	*	*	*	*
	AEMM24-313	Scientific Research Methods		*	*	*	*	*	*	*	*	*	*	*

Year / Course	Code	Course													
Fourth Year / First Course	AEMM24-401	Customer Relationship Management		*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-402	Contemporary Marketing Studies (1)		*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-403	Marketing Databases		*	*	*	*	*	*	*	*	*	*	*	
Fourth Year / First Course	AEMM24-404	Agricultural Marketing	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-405	Pharmaceutical Marketing	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-406	Sports Marketing	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-407	Social and Ethical Responsibility of Marketing	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-408	Contemporary Marketing Studies (2)	essential	*	*	*	*	*	*	*	*	*	*	*	
Fourth Year / First Course	AEMM24-409	Marketing Strategies	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-410	Electronic Marketing	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-411	Tourism and Hotel Marketing	essential	*	*	*	*	*	*	*	*	*	*	*	
	AEMM24-412	Headway (intermediate)	essential	*	*	*	*	*	*	*	*	*	*	*	

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