

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



Description of the Academic Program for the Master of Science in Marketing Management



2024

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: Master of Science in Marketing Management

Final Degree Title: M.S c Marketing Management

Academic System: Master Dgree

Description Preparation Date: 1/10/2024

File Completion Date: 1/10/2024

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: Zaid Khalil Ibrahim

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date: _____

Signature: _____



أ.د. صفوان زهير محمد جميل
القسم

Approval of the Dean

Introduction

This academic program description provides a concise summary of the program's key features and the learning outcomes the student is expected to achieve, demonstrating whether they have made the most of the opportunities available.

Educational Institution	Ministry of Higher Education and Scientific Research / University of Mosul / College of Administration and Economics
Academic Department	Marketing Management
Academic Program Name	Master's in Marketing Management
Final Degree Name	Master's in Marketing Management Science
Academic System	Course System with Thesis
Accreditation Program	Academic Unit System
Date of Academic Program Preparation	May 20, 2025
Academic Program Objectives	The Marketing Management Sciences program aims to develop the scientific, technical, and marketing capabilities of students. It will focus on developing scientific research and integrating it into community service, as well as creating a balance between scientific knowledge and field applications in the field of specialization through the preparation of theses and field studies that serve society and organizations in general.
1. Prominent Trends in the Academic Program	<ol style="list-style-type: none">1. Modernizing marketing ideas in international universities.2. Incorporating computer applications into targeted marketing programs.3. The importance of marketing in social development programs and marketing ideas, as well as marketing programs in all sectors.4. Modern scientific methodology in preparing marketing research and studies.5. Correct foundations for selecting topics and working to solve problems facing the public and private sectors related to marketing management sciences.
Means of achieving the academic program	<ol style="list-style-type: none">1. Attracting academically competent faculty members.2. Developing and enhancing the faculty's competence to keep pace with developments in cognitive and technical fields.3. Providing up-to-date publications of books and periodicals in the field of specialization.

	<ol style="list-style-type: none"> 4. Using technical and practical methods in teaching. 5. Focusing on the practical aspect of teaching through the use of case studies, role-playing, and other methods. 6. Motivating faculty members to write and conduct practical research, and to participate in scientific conferences and seminars. 7. Opening up to local community organizations and inviting specialists from these organizations to deliver quality lectures that reflect their work experiences. 8. Participating in scientific conferences and courses to provide faculty members with experience and knowledge by learning from the experiences of others. 9. Expanding the use of computers and information technology applications in teaching. 10. Working to utilize and employ interactive educational tools and realistic simulations to effectively deliver the scientific material. 11. Seminars and field experiences, working on critiquing and realistically analyzing contemporary marketing concepts, working to segment them, selecting the correct approach from realistic solutions, and the possibility of adding scenarios to predict problems and work to find solutions before they occur, which serve organizations in this field.
Scientific bodies supporting the academic program	<ol style="list-style-type: none"> 1. Various business organizations. 2. Ministries with all their various formations. 3. Civil society organizations, environmental protection organizations, and consumer protection organizations. 4. International organizations with local branches. 5. Private universities with a joint specialization in marketing management.
Beneficiaries of the academic program	<ol style="list-style-type: none"> 1. Ministry of Higher Education and Scientific Research. 2. Ministry of Industry, Minerals, Electricity, and Trade. 3. Ministry of Commerce. 4. Ministry of Agriculture. 5. Ministry of Health. 6. Marketing Organizations.