

Course Description Form

Management and Economics College:

University: Mosul

Department or branch: Marketing Management

1. Course name and academic level

Contemporary Marketing Studies / Master's / First Course

2. Course code

AEMM25_F601

3. Semester/Year (First Semester/Master's)

2024-2025

4. Date this description was prepared

1/9/2024

5. Available forms of attendance

Student attendance

6. Number of study hours (total) / Number of units (total)

3

7. Name of the course supervisor (if more than one name is mentioned) and academic title.

Name: Assistant Professor Dr. Mohammed Mahmoud Hamed Al-Mallahsan

Email: Mohamed_almola@uomosul.edu.iq

8. Course objectives

It aims to introduce the student to contemporary marketing concepts in the science of marketing management and to work on developing his analytical and critical skills and the correct construction of these concepts.

9. Teaching and learning strategies

The teaching and learning strategies in the course are based on: Contemporary Marketing Studies It combines theoretical and practical aspects and their role in achieving marketing efficiency. Interactive lectures are used to present basic concepts such as Entrepreneurial marketing, interactive marketing It also relies on project-based learning, where students are tasked with analyzing real-life cases of companies and their management practices. Marketing Collaborative learning is

activated through discussing challenges. Contemporary Marketing Working in teams, and analyzing case studies to develop analytical thinking and decision-making skills. Strategies also include student presentations, the use of digital media to support self-directed learning, and the implementation of short-term classroom activities such as designing a supply network or evaluating the efficiency of a logistics system. Additionally, ongoing academic mentorship is provided to guide students through projects and practical applications.

10. Course structure

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	week
Daily questions	Presentation and participation	General Introduction to Marketing Management	TheoryAnd the field	2	1
Daily questions	Presentation and participation	Generational Marketing	TheoryAnd the field	2	2
Daily questions	Presentation and participation	Marketing Dashboard	TheoryAnd the field	2	3
Daily questions	Presentation and participation	Marketing scientific output	TheoryAnd the field	2	4
Daily questions	Presentation and participation	Self-marketing	TheoryAnd the field	2	5
Daily questions	Presentation and participation	Marketing savvy	TheoryAnd the field	2	6
Daily questions	Presentation and participation	Pink Marketing	TheoryAnd the field	2	7
Daily questions	Presentation and participation	Marketing Vigilance	TheoryAnd the field	2	8
Daily questions	Presentation and participation	Market orientation	TheoryAnd the field	2	9
Daily questions	Presentation and participation	Smart Marketing	TheoryAnd the field	2	10
Daily questions	Presentation and participation	Marketing disruption	TheoryAnd the field	2	11
Daily questions	Presentation and participation	Marketing Excellence	TheoryAnd the field	2	12
Daily questions	Presentation and participation	Customer voice	TheoryAnd the field	2	13
Daily questions	Presentation and	sensory marketing	TheoryAnd the field	2	14

Course Description Form

University: Mosul College: Administration and Economics: Department or Branch: Marketing Management

1. Course name and academic level

Product Strategy and Brand

2. Course code.

3. semester/year

٢٠٢٤/٢٠٢٥ first course

4. Date this description was prepared

2024/10/1

5. Available attendance forms

My presence and my interaction

6. Number of study hours (total) / Number of units (total)

3 hours

7. Name of the course supervisor (if more than one name is mentioned) and academic title

Assistant Professor Dr. Munther Khuder Yaqoob

Email:

Monther_khuder@uomosul.edu.iq

8. Course objectives

Course objectives



This course aims to introduce students to the modern concept of product strategies and their types, and to develop students' skills in preparing marketing plans to market products at various stages and levels of their life cycle, using contemporary strategic models to prepare strategic plans to market supportive products. It also teaches students how to choose the appropriate brand that meets their needs and desires, and to identify the components of a brand and its strategies.

Oral questions, daily exams, and discussion	theoretical	Brand management	knowledge	3	١٣
Oral questions, daily exams, and discussion	theoretical	Criteria for selecting brand elements	knowledge	3	١٤
		Exam 2		3	١٥

11 Course Evaluation and Grade Divisions

The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

12. Learning and teaching resources

Khader, Muhammad, (2020), "Product and Brand Management," Syrian University.	Required textbooks (methodology if any)
	Main References (Sources)
Alshwani Panesar, (2022), product and Brand Management", India	Recommended supporting books and references (scientific journals, reports...)
https://www.iraqoaj.net	Electronic references, websites
	Curriculum update rate

Name and signature of the decision holder


Dr. Munther Khuder Yaqoob

Name and signature of the head of the department or branch

Dr. Bashar Dhaker Saleh

الأستاذ المساعد الدكتور
بشار ذاكِر القوطجي

Course Description Form

1. The decision name:	
Sales Management/Master's Program	
2. The decision code:	
3. The chapter / year:	
First course 2024-2025	
4. Description this numbers date:	
1/9/2024	
5. Available attendance forms:	
My presence in the hall Academic	
6. Number of study hours (total) / Number of units (total):	
2 hours .. 2 hours That	
7. Name of the course administrator (if more than one name is mentioned):	
<div style="display: flex; justify-content: space-between;"> <div> me: A.M.D Bashar Remember righteous thaker@uomosul.edu.com Bashar </div> <div style="text-align: right;"> Email :- thaker@uomosul.edu.com Bashar </div> </div>	
8. Course objectives	
forming students about basics Sales and the most important developments in the field of sales familiarize students with the nature of the relationship between sales management and other marketing concepts. support knowledge Students Important Specializations modern In sales management, including e-commerce	Course objectives 
9. Teaching and learning strategies	
ad learning Cooperative from during answer students on inquiries Instructor and their colleagues Students. road Discussion. 3-Method Duties Daily.	Strategy

Course structure.					
Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watch es	week
Episodes Discussion And the storm mental	My presence	Sales management concept		2	the first
Episodes Discussion And the storm mental	My presence	The importance, objectives and characteristics of sales management		2	the second
Episodes Discussion And the storm mental	My presence	Elements of successful sales management		2	the third
Episodes Discussion And the storm mental	My presence	Sales management position in the organizational structure		2	Fourth
Episodes Discussion And the storm mental	My presence	Sales management strategies		2	Fifth
Episodes Discussion And the storm mental	My presence	Sales skills		2	Sixth
Episodes Discussion And the storm mental	My presence	Sales Manager Responsibilities		2	Seven th
Episodes Discussion And the storm mental	My presence	Requirements for implementing successful sales management		2	The eighth
Episodes Discussion And the storm mental	My presence	The concept, characteristics and causes of marketing crises		2	Ninth
Episodes Discussion	My	Sales Management Performance		2	tenth

And the storm mental	presence	Measure			
Episodes Discussion And the storm mental	My presence	The role of sales management in achieving market share		2	eleventh
Episodes Discussion And the storm mental	My presence	The role of sales management in promoting innovation and creativity		2	twelfth
Episodes Discussion And the storm mental	My presence	The concept of e-commerce and its importance		2	thirteenth
Episodes Discussion And the storm mental	My presence	Dimensions, requirements and types of e-commerce		2	fourteenth
Episodes Discussion And the storm mental	My presence	Midterm exam		2	fifteenth

Episodes Discussion And the storm mental	My presence	Dimensions of green marketing			
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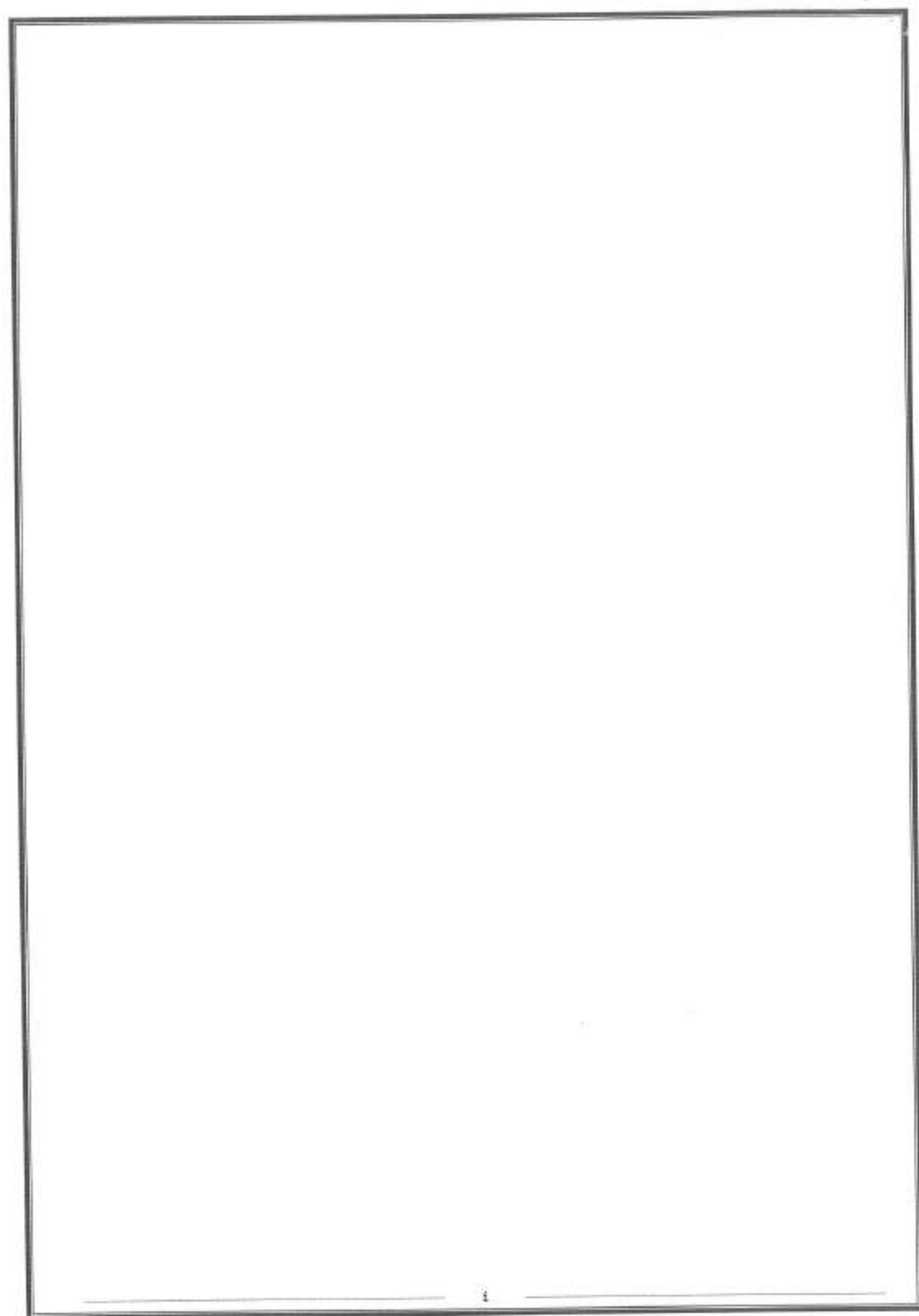
distribution degree from 100 on according to Tasks The person in charge With it The student like Preparation Daily and exams Daily and oral And monthly and editorial and reportsetc.

Learning and teaching resources

NoD	Required textbooks (methodology if any)
University theses and dissertations in Marketing Management major in Sales Management	Main references (sources)
search Published in Magazines Iraqi And Arabic	Recommended supporting books and references (scientific journals, reports...)
NoD	Electronic references, websites

الاستاذ المساعد الدكتور
بشار ذاكِر القوطجي

الاستاذ المساعد الدكتور
بشار ذاكِر القوطجي



Course Description Form

University: Mosul

College: Management and Economics

Department or branch: Marketing Management

1. Course name and academic level

International Marketing / Master

2. Course code

3. Semester/Year

2024-2025/First semester

4. Date of preparation of this description: 2025

5. Available forms of attendance

My presence and on time

6. Number of study hours (total) / Number of units (total)

30 hours / 2 units

7. Name of the course supervisor (if more than one name is mentioned) and academic title.

Name: Dr. Laila Jarallah Khalil Email: laila-garallah@uomosul.edu.iq

8. Course objectives

- Definition of studentB in the concept of international marketing
- International Marketing Environment
- International Product

Course objectives

9. Teaching and learning strategies

Brainstorming, case studies, discussion group learning

Strategy:

10. Course structure

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	week
Contributions	Lecture	Introduction to International Marketing	Cognitive	2	1
the audience	Discussion	TrendsAdministrativeFor international	theoretical	2	2

		organizations			
Contribution s	Ask questions	Motives for entering international markets	theoretica l	2	3
Daily posts	Lecture	Economic environment	Cognitive	2	4
the audience	Ask questions	global economic systems	theoretica l	2	5
behavior	Lecture	social and cultural environment	theoretica l	2	6
the audience	Ask questions	Political and legal environment	Cognitive	2	7
Contribution s	Lecture	Political and legal environment	theoretica l	2	8
Daily exam	Discussion	International Product	theoretica l	2	9
behavior	Ask questions	Marketing Research and Marketing Information System	Cognitive	2	10
the audience	Ask questions.	Marketing Research and Marketing Information System	theoretica l	2	11
Contribution s	Lecture	Global market segmentation	theoretica l	2	12
Contribution s	Discussion	Case studies	theoretica l	2	13
behavior	Ask questions	Case studies	practical	2	14
the audience	Lecture	midterm exam	theoretica l	2	15

11. Course Evaluation and Grade Divisions

The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

12. Learning and teaching resources

nothing	Required textbooks (methodology if any)
Warren J. Keegan, Global Marketing Management	Main References (Sources)
Abdul Salam Abu Qahf, International Marketing	Recommended supporting books and references (scientific journals, reports...)
Bayoumi Mohamed Amara,	Electronic references, websites

International Marketing	
15%	Curriculum update rate

Name and signature of the decision maker

Name and signature of the head of the department or branch

الاستاذ المساعد الدكتور
بشار ذاكِر القوطجي



Course Description Form

University: Mosul

:College

Administration and Economics

Department or Branch: Marketing Management

1. Course name and academic level

Environmental and Sustainable Marketing / Master's / Second Course

2. Course code

AEMM25_F607

3. Semester/Year (First Semester/Master's)

2025-2024

4. Date this description was prepared

2025/2/1

5. Available forms of attendance

Student attendance

6. Number of study hours (total) / Number of units (total)

2

7. Name of the course supervisor (if more than one name is mentioned) and academic title.

Name: Assistant Professor Dr. Mohammed Mahmoud Hamed Al-Mallahsan

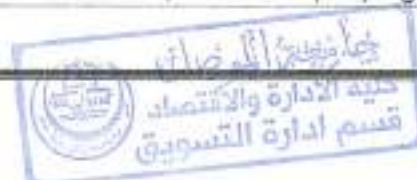
Email: Mohamed_almola@uomosul.edu.iq

8. Course objectives

It aims to introduce students to environmental and sustainable marketing and to work on building an idea and a basic foundation aimed at constructing an integrated model of marketing concepts that seek to preserve the environment

9. Teaching and learning strategies

The teaching and learning strategies in the Environmental and Sustainable Marketing course are based on an integrated link between theoretical frameworks and applied practices, enhancing students' awareness of environmental sustainability issues and the role of marketing in supporting them. Interactive lectures are used to introduce key concepts such as green marketing, corporate social responsibility, and environmental consumer behavior, while employing real-



life examples of sustainable campaigns. It relies on project-based learning, where students are tasked with developing marketing plans for environmentally friendly products or services and analyzing the strategies of local and global companies in adopting sustainable practices. Collaborative learning is also leveraged by discussing sustainable marketing challenges within teams and analyzing environmental case studies to develop critical thinking and decision-making skills. Strategies also include student presentations to showcase project results and innovative marketing ideas, and the use of digital media such as videos and interactive content to support self-learning and deepen understanding. Short applied classroom activities are implemented, such as evaluating environmental marketing campaigns or designing sustainable awareness content, along with ongoing academic guidance to guide students in developing their applied and research outcomes.

10. Course structure

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	week
Daily questions	Presentation and participation	Social Responsibility of Marketing	Theory and field	2	1
Daily questions	Presentation and participation	Ethical Responsibility of Marketing	Theory and field	2	2
Daily questions	Presentation and participation	Green Marketing Concepts and Foundations	Theory and field	2	3
Daily questions	Presentation and participation	Dimensions of green marketing	Theory and field	2	4
Daily questions	Presentation and participation	Environmental Marketing	Theory and field	2	5
Daily questions	Presentation and participation	Enlightened Marketing	Theory and field	2	6
Daily questions	Presentation and participation	Sustainable Marketing Foundations and Concepts	Theory and field	2	7
Daily questions	Presentation and participation	Dimensions of sustainable marketing	Theory and field	2	8
Daily questions	Presentation and participation	Renewable energy marketing	Theory and field	2	9
Daily questions	Presentation and participation	Customer carbon footprint	Theory and field	2	10
Daily questions	Presentation and participation	Environmental impacts of marketing activities	Theory and field	2	11

Daily questions	Presentation and participation	Sustainable vs. Conventional Brands: Comparative Studies	Theory and field	2	12
Daily questions	Presentation and participation	green consumer behavior	Theory and field	2	13
Daily questions	Presentation and participation	Protecting consumers from environmental misinformation	Theory and field	2	14
Model answer	Questions	Midterm exam	Quarterly evaluation	2	15

11. Course Evaluation and Grade Divisions

The grade is distributed out of 30 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc., and finally the semester exam out of 70

12. Learning and teaching resources

	Required textbooks (methodology if any)
Theses, dissertations and scientific books	Main References (Sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites
%14	Curriculum update rate




Name and signature of the course owner
and signature of the head of the department or branch
Asst. Prof. Dr. Mohammed Mahmoud Hamed Al-Mallahsan

Name

الاستاذ المساعد الدكتور
بشار ذاكِر القوطجي

Course Description Form

name The decisionDigital Marketing	.1
code The decision	.2
the chapter / year: the second	.3
date numbers this Description:2/2/2025	.4
Available attendance forms: In-person	.5
Number of study hours (total) / Number of units (total):30 hours	.6
Name of the course administrator (if more than one name is mentioned)	.7
Name: Prof. Dr. Alaa Abdul Salam Yahya Email :alaa- abdulsalam@unmosul .edu.iq	
Course objectives	.8
<p>1- Building students' skills in digital marketing.</p> <p>2- Reviewing modern concepts in digital marketing</p> <p>3- Presenting case studies that simulate the trends.</p> <p style="text-align: center;">Modern global digital marketing</p> <p>Enabling students to address digital marketing problems.</p> <p>cally and internationally through the seminars provided by them</p>	<p style="text-align: right;">Course objectives</p> <div style="text-align: center;">  </div>

Teaching and learning strategies .9

<p>Methods education and learning</p> <p>1- Education from during an offer Slides For topics that Includes it</p> <p>The program</p> <p>2-Seminars that Includes Ideas Marketing Modern</p> <p>3-Discussions around problems Marketing The proposed</p> <p>sessions Storm mental from during to divide Students to difference</p> <p>Research</p> <p>5- Education Interactive from during Lectures in Halls Academic</p>	Strategy
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Course structure

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watch es	week
Tests Seminar discussions	Discussions and dialogues Open	Introduction to Digital Marketing and Analytics	introduction in Marketing Digital and analysis		week the first
Tests Seminar discussions	Discussions and case studies	Digital Marketing	digital marketing		The second week
Tests Seminar discussions	Slideshow and use of modern technologies	Digital Marketing Environment	Digital Marketing Environment		The third week
Tests Seminar discussions	Value chain discussions and analysis	Smart Customer	Smart customer		Fourth week
Tests Seminar discussions	Discussions and case studies	Analytics of the Digitalized Business Environment	Digital Business Environment Analysis		Fifth week
Tests Seminar discussions	Discussions and case studies	Digital Marketing Strategy	Digital Marketing Strategy		Week 6

Tests Seminar discussions	Discussion s And cases Academic	Implementing Strategy Using the MRACE Model	Implementing a digital marketing strategy using a modelMRACE	The seven th week
Tests Seminar discussions	Discussion s and case studies	Digital Marketing Channels	Digital marketing channels	The eight h week
		Midterm Exam.	Mid-course exam	Week 9
Tests Seminar discussions	Discussions and case studies	Digital Marketing Practice	Digital Marketing Practices	The tenth week
Tests Seminar discussions	Discussions and case studies	digital platforms	digital platforms	Week eleven
Tests Seminar discussions	Slideshow and use of modern technologies	Digital Customer Experience Management	Digital Customer Experience Management	The twelfth week
Tests Seminar discussions	an offer slices And employment Technologies Modern	Digital Marketing Mix	Digital Marketing Mix	thirteenth week
Tests Seminar discussions	Discussions and case studies	Case Study	Case studies	Fourteenth week
		Final Exam.	End of course exam	The fifteenth week

distribution degree from 30 on according to Tasks The person in charge With it The student like Preparation Daily and exams Daily and oral And monthly and editorial and

	reportsetc.
	Learning and teaching resources .١
	Required textbooks (methodology if any)
1-Chaffey, Dave, 2022, Digital Marketing, 8th ed, Pearson education published, London, UK 2-Feroz, A., Khan, F. and Marshall Sponder, 2024, Digital Analytics for marketing, 2nd ed., Routledge Taylor of Francis Group, New York, USA	Main references (sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites



الأستاذ المساعد الدكتور
 بشار ذاکر القوطجي

٢٠٢٤ م
 بشار ذاکر القوطجي

Course Description Form

University: Mosul College: Administration and Economics: Department or Branch: Marketing Management

1. Course name and academic level

Customer Behavior

2. Course code.

3. semester/year

٢٠٢٤/٢٠٢٥ 2 course

4. Date this description was prepared

2024/10/1

5. Available attendance forms

My presence and my interaction

6. Number of study hours (total) / Number of units (total)

2 hours

7. Name of the course supervisor (if more than one name is mentioned) and academic title

Assistant Professor Dr. Munther Khuder Yaqoob

Email: Monther_khuder@uomosul.edu.iq

8. Course objectives

Course objectives



The course aims to introduce the concept of consumer behavior, highlighting its role and impact on organizations, as well as understanding consumer classifications, consumer immersion in products and brands, digital purchasing processes, and how to delight consumers by meeting their needs and desires. It also aims to identify the situational factors influencing digital consumer behavior, study consumer behavior research, and traditional and digital consumer behavior models. It also aims to identify consumer behavior processes, analyze consumer predictions, and expectations regarding new products. It also aims to understand the role of

artificial intelligence in reading consumer behavior, interpreting, and diagnosing consumer trends in purchasing decisions. It also aims to identify consumer categories through market segmentation.

9. Teaching and learning strategies

Strategy:

Knowledge of Customers Behavior and models, knowledge of the organization strategies, marketing plans, and training students to prepare a marketing plan for a production and service organization.

Course structure . ١٠


Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	Week
Oral questions, daily exams, and discussion	Theoretical	Historical Evolution of Consumer Behavior: From the Sales Trend to the Digital Trend	knowledge	2	١
Oral questions, daily exams, and discussion	Theoretical	Consumer Immersion and Digital Buying Behavior Processes	knowledge	2	٢
Oral questions, daily exams, and discussion	Theoretical	Digital Consumer Processing	knowledge	2	٣
Oral questions, daily exams, and discussion	Theoretical	Post-Purchase Consumer Behaviors	knowledge	2	٤
Oral questions, daily exams, and discussion	Theoretical	Situational Factors Influencing Digital Consumer Behavior	knowledge	2	٥
Oral questions, daily exams, and discussion	Theoretical	External Factors Influencing Digital Consumer Behavior	knowledge	2	٦
Oral questions, daily exams, and discussion	Theoretical	Internal Factors Influencing Digital Consumer Behavior	knowledge	2	٧
Oral questions, daily exams, and discussion	Theoretical	Exam 1	knowledge	2	٨
Oral questions, daily exams, and discussion	Theoretical	Internal Factors Influencing Digital Consumer Behavior	knowledge	2	٩
Oral questions, daily exams, and discussion	Theoretical	The Impact of Technology on Consumer Behavior	knowledge	2	١٠

discussion					
Oral questions, daily exams, and discussion	theoretical	Consumer Research from Traditional to Digital	knowledge	2	١١
Oral questions, daily exams, and discussion	theoretical	Models of Traditional and Digital Consumer Behavior	knowledge	2	١٢
Oral questions, daily exams, and discussion	theoretical	The Digital Consumer Protection Movement	knowledge	2	١٣
Oral questions, daily exams, and discussion	theoretical	The Impact of Marketing Mix Elements on Consumer Behavior	knowledge	2	١٤
		Exam 2		2	١٥

11 Course Evaluation and Grade Divisions

The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

12. Learning and teaching resources

University theses and dissertations, and research articles.	Required textbooks (methodology if any)
Kotler, Philip, (2024), "Marketing Management", India.	Main References (Sources)
	Recommended supporting books and references (scientific journals, reports...)
https://www.iraqoaj.net	Electronic references, websites
	Curriculum update rate

Name and signature of the decision holder


Dr. Munther Khuder Yaqoob

Name and signature of the head of the department or branch

Dr. Bashar Dhaker Saleh

Course Description Form

University: Mosul College: Administration and Economics: Department or Branch: Marketing Management

1. Course name and academic level	
Customer Relationship Management	
2. Course code.	
3. semester/year	
٢٠٢٤/٢٠٢٥	
4. Date this description was prepared	
2025/1/1	
5. Available attendance forms	
My presence and my interaction	
6. Number of study hours (total) / Number of units (total)	
Two hours	
7. Name of the course supervisor (if more than one name is mentioned) and academic title	
Assistant Professor Mohammed Ahmed Mahmoud Al-Hamami	
Email:	
mohamed_alhamamy@uomosul.edu.iq	
8. Course objectives	
<p>Course objectives</p> <div style="text-align: center; margin-top: 20px;">  </div>	<p>This course focuses on the concepts of relationship marketing and customer relationship management. Graduate students learn how customer relationship management (CRM) impacts the achievement of organizational marketing objectives, particularly in light of the intense competition among organizations. They also learn about its objectives, benefits, models, strategies, characteristics, sources, and stages. They also learn about customer databases, electronic CRM, and marketing automation. Case</p>

studies are presented that illustrate the growth, market penetration, and expansion of organizations through their focus on CRM in their marketing decisions and in meeting needs and desires.

9. Teaching and learning strategies

Strategy:

1. Providing simplified and structured theoretical lectures.
2. Analyzing real-life case studies to apply the concepts.
3. Practical training on customer relationship management tools.
4. Encouraging interactive learning through discussions and group activities.
5. Assigning students practical projects and presentations.
6. Conducting short tests and periodic assignments to enhance follow-up.



Course structure .١٠


Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	Week
Oral questions, daily exams, and discussion	Theoretical	What is customer relationship management	knowledge	٢	١
Oral questions, daily exams, and discussion	Theoretical	Customer relationship management strategies and its effective applications	knowledge	٢	٢
Oral questions, daily exams, and discussion	Theoretical	Customer relationship management system and methods for analyzing it	knowledge	٢	٣
Oral questions, daily exams, and discussion	Theoretical	Electronic customer relationship management	knowledge	٢	٤

Oral questions, daily exams, and discussion	Theoretical	Interactive marketing	knowledge	٢	٥
Oral questions, daily exams, and discussion	Theoretical	marketing automation	knowledge	٢	٦
Oral questions, daily exams, and discussion	Theoretical	First exam	knowledge	٢	٧
Oral questions, daily exams, and discussion	Theoretical	Predictive Analytics in CRM	knowledge	٢	٨
Oral questions, daily exams, and discussion	Theoretical	Customer Behavior Analysis Using AI and Machine Learning	knowledge	٢	٩
Oral questions, daily exams, and discussion	Theoretical	Deep Learning-Based Customer Behavior Modeling	knowledge	٢	١٠
Oral questions, daily exams, and discussion	theoretical	Customer Journey Management in Omnichannel Environments	knowledge	٢	١١
Oral questions, daily exams, and discussion	theoretical	Blockchain for Customer Data Security	knowledge	٢	١٢
Oral questions, daily exams, and discussion	theoretical	Generative AI for Customer Interactions	knowledge	٢	١٣
Oral questions, daily exams, and discussion	theoretical	Recapturing Lost Customers	knowledge	٢	١٤
		Second exam		٢	١٥

11 Course Evaluation and Grade Divisions

The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

12. Learning and teaching resources

	Required textbooks (methodology if any)
Kotler, Phillip, (2018), "Marketing Management", 11 th edition, McGraw-Hill, U.S.A. Francis Arthur Buttle and Stan Maklan , Customer Relationship Management: Concepts	Main References (Sources) 

and Technologies, January 2015 DOI:10.4324/9781351016551 Abu Bakr Bou Salem Lecture Collection, 2019 Customer Relationship Management Lectures, 2021, Group of Authors Lectures and Research Collection, 2024	
Mahmoud Jassim Al-Sumaidaie and others, (2020), Customer Relationship Management, First Edition, Al-Yazouri Publishing and Distribution House, Amman, Jordan	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites
	Curriculum update rate

Name and signature of the head of the department or branch

الاستاذ المساعد الدكتور
بشار ذاكِر القوطجي

Name and signature of the decision holder

٢٠١ محمد احمد الحماضي



نموذج وصف المقرر

1. اسم المقرر :					
التسويق الدوائي/ برنامج الماجستير					
2. رمز المقرر					
3. الفصل / السنة .					
الكورس الثاني 2024 - 2025					
4. تاريخ إعداد هذا الوصف					
2024 /9/1					
5. أشكال الحضور المتاحة .					
حضور في القاعة الدراسية					
6. عدد الساعات الدراسية (الكلية) / عدد الوحدات (الكلية).					
2 ساعات .. 2 وحدات					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر)					
الاسم: أ.م. د. بشار ذاكر صالح الأيميل : thaker @uomosul.edu.com -bhar					
8. أهداف المقرر					
أهداف المادة الدراسية		<ul style="list-style-type: none"> • اطلاع الطلبة على أساسيات التسويق الدوائي وأهم التطورات في مجال تسويق الدوائي • اطلاع الطلبة على طبيعة علاقة التسويق الدوائي والمفاهيم التسويقية الأخرى • دعم معرفة الطلبة بأهم التخصصات الحديثة في التسويق الدوائي ومنها التسويق الصيدلاني 			
9. استراتيجيات التعلم والتعليم					
الاستراتيجية		1- طريقة التعلم التعاوني من خلال إجابة الطلاب على استفسارات التدريس وزملاء الطلبة. 2- طريقة المناقشة. 3- طريقة الواجبات اليومية.			
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة أو الموضوع	طريقة التعلم	طريقة التقييم
الاول	2		مفهوم التسويق الدوائي	حضور	حلقات النقاش

والعصف الذهني					
حلقات النقاش والعصف الذهني	حضور	أهمية وأهداف وخصائص التسويق الدولي	2	الثاني	
حلقات النقاش والعصف الذهني	حضور	عناصر نجاح التسويق الدولي	2	الثالث	
حلقات النقاش والعصف الذهني	حضور	الفرق بين التسويق الدولي وتسويق المنتجات (سلعة ، خدمة ، الاستهلاكية	2	الرابع	
حلقات النقاش والعصف الذهني	حضور	خصوصية المنتج الدولي	2	الخامس	
حلقات النقاش والعصف الذهني	حضور	بيئة التسويق الدولي	2	السادس	
حلقات النقاش والعصف الذهني	حضور	المنتج الدولي	2	السابع	
حلقات النقاش والعصف الذهني	حضور	تسعير الدواء	2	الثامن	
حلقات النقاش والعصف الذهني	حضور	ترويج الادوية	2	التاسع	
حلقات النقاش والعصف الذهني	حضور	توزيع الادوية	2	العاشر	
حلقات النقاش والعصف الذهني	حضور	السوق الدولي	2	الحادي عشر	
حلقات النقاش والعصف الذهني	حضور	التسويق الدولي الأخضر	2	الثاني عشر	
حلقات النقاش والعصف الذهني	حضور	معايير اختيار موقع الصيدلية لتسويق الادوية	2	الثالث عشر	
حلقات النقاش والعصف الذهني	حضور	ابعاد التسويق الدولي	2	الرابع عشر	
حلقات النقاش والعصف الذهني	حضور	الامتحان الفصلي	2	الخامس عشر	



توزيع الدرجة من 100 على وفق المهام المكلف بها الطالب مثل التحضير اليومي والامتحانات اليومية والشفوية والشهرية
والتحضيرية والتقارير الخ

11. مصادر التعلم والتدريس

نموذج وصف المقرر

1. اسم المقرر	
إدارة المعرفة التسويقية	
2. رمز المقرر	
3. الفصل / السنة/	
الكورس الثاني/برنامج الماجستير / مادة اختيارية / 2024-2025	
4. تاريخ إعداد هذا الوصف	
٢٠٢٣/٥/٢٣ بدء الكورس ٢٠٢٥/٢/٩	
5. أشكال الحضور المتاحة	
حضور في القاعات الدراسية و عبر منصة google meet. خلا محاضرات الكترونية بصيغة PowerPoint و pdf	
6. عدد الساعات الدراسية (الكلي)/ عدد الوحدات (الكلي)	
2 ساعة أسبوعيا	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر)	
الاسم: ا.م.د. منال عبد الجبار السماك الأيميل : anal_abdulgabar@uomosul.edu.iq	
8. اهداف المقرر	
اهداف المادة الدراسية	تعريف الطالب بالمبادئ العلمية والأساسية لإدارة المعرفة التسويقية ومهارات المصنفين في ادارة الازمات وتحديد المشكلات التسويقية ومسبباتها بهدف دعم منظمات الاعمال على نحو عام والتسويقية على نحو خاص وتعزيز مكانتها التنافسية، واكتساب المعرفة والمهارة في تحديد انماطها وسبل تطبيقها في المنظمات عامة والتسويقية خاصة.
9. استراتيجيات التعليم والتعلم	
الاستراتيجية	المحاضرات الحضورية والالكترونية عبر منصة Google classroom

10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة أو الموضوع	طريقة التعلم	طريقة التقييم
الأول	2	توضيح مفهوم المعرفة	مقدمة في إدارة المعرفة	واجبات يومية نظرية	امتحانات ومشاركات
الثاني	2	ماهي نماذج إدارة المعرفة	نماذج إدارة المعرفة	واجبات يومية نظرية	امتحانات ومشاركات
الثالث	2	توضيح مفهوم المعرفة التسويقية	مفهوم المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
الرابع	2	ماهي فوائد المعرفة التسويقية	فوائد المعرفة التسويقية وفرص تطبيقها	واجبات يومية نظرية	امتحانات ومشاركات
الخامس	2	توضيح أنماط المعرفة التسويقية	أنماط المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
السادس	2	ماهي أبعاد المعرفة التسويقية	الأبعاد الرئيسة والفرعية لإدارة المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
السابع	2	العوامل التي تؤثر على المعرفة التسويقية	العوامل المؤثرة على استخدام المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
الثامن	2	استراتيجيات إدارة المعرفة	مفهوم إدارة المعرفة التسويقية واستراتيجياتها	واجبات يومية نظرية	امتحانات ومشاركات
التاسع	2	مقومات إدارة المعرفة	مقومات إدارة المعرفة التسويقية وأبعادها	واجبات يومية نظرية	امتحانات ومشاركات
العاشر	2	عمليات إدارة المعرفة	عمليات إدارة المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
الحادي عشر	2	توضيح العلاقة الترابعية بين تكنولوجيا المعلومات وإدارة المعرفة	العلاقة الترابعية بين تكنولوجيا المعلومات وإدارة المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
الثاني عشر	2	ما هو دور نظام المعلومات التسويقية في دعم إدارة المعرفة	دور نظام المعلومات التسويقية في إدارة المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
الثالث عشر	2	ماهي المعرفة الاستراتيجية	لتصميم استراتيجية إدارة المعرفة التسويقية	واجبات يومية نظرية	امتحانات ومشاركات
الرابع عشر	2	كيفية تحليل الفجوة المعرفية	كيفية تحليل الفجوة المعرفية	واجبات يومية نظرية	امتحانات ومشاركات



الخامس عشر	2	امتحان فصلي	
11. تقييم المقرر			
توزيع الدرجة من 100 على وفق المهام المكلف بها الطالب مثل التحضير اليومي والامتحانات اليومية والشفوية والشهرية والتحريرية والتقارير الخ			
12. مصادر التعلم والتدريس			
الكتب المقررة المطلوبة (المنهجية أن وجدت)			
المراجع الرئيسة (المصادر)		المعرفة التسويقية مدخل لإدارة الازمات التسويقية / ولاء جمال الدين النوري . إدارة المعرفة كمدخل لتدعيم القدرات التنافسية للمؤسسة الاقتصادية / بوركوة عبد المالك / رسالة ماجستير	
الكتب والمراجع الساندة التي يوصى بها (المجلات العلمية، التقارير)			
المراجع الإلكترونية ، مواقع الانترنت			


جامعة القادسية
كلية الإدارة والاقتصاد
قسم إدارة التسويق

الأستاذ المساعد الدكتور
بشار ذاكِر القوطجي
 رئيس قسم إدارة التسويق

٢٠٢١ د. منال عبد الكريم