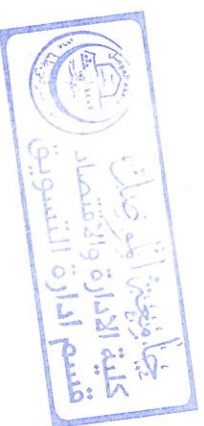


وصف مسار بولونيا - دليل المحتاج الدراسي

2025-2024

Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)						Exam hr/sem	SSWL		ECTS	Module Type	Prerequisite Module(s) Code	
					CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)	Sem (hr/w)		hr/sem	hr/sem				
One	1	MMM1101	Principles of Business Management	Arabic	3					1	3	63	112	175	7.00	C	
	2	MMM1102	Principles of Marketing Management	Arabic	4					1	3	78	122	200	8.00	C	
	3	MMM1103	principles of Accounting	Arabic	3					1	3	63	87	150	6.00	C	
	4	MMM1104	principles of economics	Arabic	3					1	3	63	62	125	5.00	C	
	5	UOM1041	Human Right & Democracy	Arabic	2						3	33	17	50	2.00	B	
	6	UOM1011	Arabic	Arabic	2						3	33	17	50	2.00	B	
Total				17	0	0	0	0	4	18	333	417	750	30.00			

Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)						Exam hr/sem	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Two	1	MMM1205	Fundamentals of Management	Arabic	3					1	3	63	112	175	7.00	C	MMM1101
	2	MMM1206	Fundamentals of Marketing Management	Arabic	4					1	3	78	122	200	8.00	C	MMM1102
	3	MMM1207	Principle of Statistics	Arabic	2			1		1	3	63	62	125	5.00	C	
	4	MMM1208	Green Economies Marketing	Arabic	3					1	3	63	62	125	5.00	C	
	5	UOM1031	Computer	Arabic	1		2				3	48	27	75	3.00	B	
	6	UOM1021	English	English	2						3	33	17	50	2.00	B	
				Total	15	0	2	1	0	4	18	348	402	750	30.00		



Level	Semester	No	Module Code	Module Name in English	Language	SSWL (hr/w)					Exam hr/sem	SSWL		SWL	ECTS	Module Type	Prerequisite Module(s) Code	
						CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)		Summ (hr/w)	hr/sem					USSWL hr/sem
One		1	MMAM101	Principles of Business Management	Arabic	3					1	3	63	112	175	7.00	C	
		2	MMAM102	Principles of Marketing Management	Arabic	4					1	3	78	122	200	8.00	C	
		3	MMAM103	principles of Accounting	Arabic	3					1	3	63	87	150	6.00	C	
		4	MMAM104	principles of economics	Arabic	3					1	3	63	62	125	5.00	C	
		5	UOM1041	Human Right & Democracy	Arabic	2						3	33	17	50	2.00	B	
		6	UOM1011	Arabic	Arabic	2						3	33	17	50	2.00	B	
Total						17	0	0	0	0	4	18	333	417	750	30.00		

Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)						Exam hr/sem	SSWL		SWL	ECTS	Module Type	Prerequisite Module(s) Code
					CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)	Semn (hr/w)		hr/sem	USSWL hr/sem				
Two	1	MMAM1205	Fundamentals of Management	Arabic	3					1	3	63	112	175	7.00	C	MMAM1101
	2	MMAM1206	Fundamentals of Marketing Management	Arabic	4					1	3	78	122	200	8.00	C	MMAM1102
	3	MMAM1207	Principle of Statistics	Arabic	2			1		1	3	63	62	125	5.00	C	
	4	MMAM1208	Green Economics Marketing	Arabic	3					1	3	63	62	125	5.00	C	
	5	UOM1091	Computer	Arabic	1		2				3	48	27	75	3.00	B	
	6	UOM1021	English	English	2						3	33	17	50	2.00	B	
Total					15	0	2	1	0	4	18	348	402	750	30.00		

Level	Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)						Exam hr/sem	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
						CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)	Seminar (hr/w)							
2	Three	1	MMAM-2307	Marketing Services	Arabic	3					1	3	63	62	125	5.00	C	
		2	MMAM-2308	Marketing Supplies	Arabic	3					1	3	63	62	125	5.00	C	
		3	MMAM-2309	Product	Arabic	3					1	3	63	62	125	5.00	C	
		4	MMAM-23010	Pricing	Arabic	3					1	3	63	37	100	4.00	C	
		5	MMAM-23011	Strategic Management	Arabic	2						3	33	42	75	3.00	C	
		6	MMAM-23012	Quantitative Methods in Marketing	Arabic	3						3	48	27	75	3.00	C	
		7	UOM- 201	Computer & AI	Arabic	1		2			3	3	48	27	75	3.00	B	
		8	UOM- 201	Arabic	Arabic	2						3	33	17	50	2.00	B	
					Total	20	0	0	0	0	7	24	414	336	750	30.00		

Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)					Exam hr/sem	SSWL		SWL	ECTS	Module Type	Prerequisite Module(s) Code
					CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)	Exam hr/sem	SSWL hr/sem	USSWL hr/sem				
Four	1	MMMA-24013	Distribution	Arabic	3					3	63	87	150	6.00	C	
	2	MMMA-24014	Promotion	Arabic	3					3	63	87	150	6.00	C	
	3	MMMA-24015	Brand Management and Positioning	Arabic	3					3	63	87	150	6.00	C	
	4	MMMA-24016	Marketing Information Systems	Arabic	2					3	48	52	100	4.00	C	
	5	MMMA-24017	Negotiation Management	Arabic	2					3	48	52	100	4.00	C	
	6	UOMF- 201	Crimes of the defense Booth Party	Arabic	2					3	33	17	50	2.00	B	
	7	UOMF- 201	English	English	2					3	33	17	50	2.00	B	
Total					17	0	0	0	0	5	351	399	750	30.00		

Level	Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)					Exam hr/sem	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code	
						CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)								Semra (hr/w)
Five		1	MMMA-35018	Global Marketing	Arabic	3					1	3	63	87	150	6.00	C	
		2	MMMA-35019	Marketing Databases	Arabic	3					1	3	63	87	150	6.00	C	
		3	MMMA-35020	Consumer Behavior	Arabic	3					1	3	63	62	125	5.00	C	
		4	MMMA-35021	Marketing Risk Management	Arabic	3					1	3	63	62	125	5.00	C	
		5	MMMA-35022	Sales Management	Arabic	2					1	3	48	52	100	4.00	C	
		6	MMMA-35023	Optional (Marketing Performance Management, Marketing Organization Correspondence)	Arabic	2					1	3	48	52	100	4.00	C	
					Total	16	0	0	0	0	6	18	348	402	750	30.00		

Semester		No.	Module Code	Module Name in English	Language	SSWL (hr/w)						Exam hr/sem	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
		1	MMMA-36024	Marketing Research	Arabic	3					1	3	63	62	125	5.00	C	
		2	MMMA-36025	Marketing Knowledge Management	Arabic	3					1	3	63	87	150	6.00	C	
		3	MMMA-36026	Marketing website design	Arabic	1		2				3	48	102	150	6.00	C	
		4	MMMA-36027	Marketing Quality Management	Arabic	3						3	48	77	125	5.00	C	
		5	MMMA-36028	Marketing Strategies	Arabic	3					1	3	63	87	150	6.00	C	
		6	MMMA-36029	Scientific Research Method	Arabic	2						3	33	17	50	2.00	S	
					Total	15	0	2	0	0	3	18	318	432	750	30.00		

Level	Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)					Exam hr/sem	SSWL		SWL	ECTS	Module Type	Prerequisite Module(s) Code
						CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)	Exam hr/sem	SSWL hr/sem	USSWL hr/sem				
Seven		1	MMMA-47030	Customer Relationship Management	Arabic	3					3	48	77	125	5.00	C	
		2	MMMA-47031	Contemporary Marketing Studies	Arabic	3					3	48	77	125	5.00	C	
		3	MMMA-47032	Marketing techniques	Arabic	1		2			3	48	77	125	5.00	C	
		4	MMMA-47033	Agricultural Marketing	Arabic	3					3	48	77	125	5.00	C	

5	MDMA-47034	Pharmaceutical Marketing	Arabic	3							3	48	77	125	5.00	C	
6	MDMA-47035	Cyber marketing	Arabic	3							3	48	77	125	5.00	C	
Total				16	0	2	0	0	0	0	18	288	462	750	30.0		

Semester	No.	Module Code	Module Name in English	Language	SSWL (hr/w)						Exam hr/sem	SSWL		USSWL		SWL		ECTS	Module Type	Prerequisite Module(s) Code
					CL (hr/w)	Lect (hr/w)	Lab (hr/w)	Pr (hr/w)	Tut (hr/w)	Semr (hr/w)		hr/sem	hr/sem	hr/sem	hr/sem					
Eight	1	MDMA-48036	Sustainable Marketing	Arabic	3					1	3	63	87	150		6.00	C			
	2	MDMA-48037	Sports Marketing	Arabic	3					1	3	63	87	150		6.00	C			
	3	MDMA-48038	Banking Marketing	Arabic	3						3	48	77	125		5.00	C			
	4	MDMA-48039	E-Marketing	Arabic	1		2				3	48	102	150		6.00	C			
	5	MDMA-48040	Tourism and Hotel Marketing	Arabic	3						3	48	77	125		5.00	C			
	6	MDMA-48041	Research Project	Arabic	2						3	33	17	50		2.00	C			
			Total	15	0	2	0	0	2	18	303	447	750		30.0					

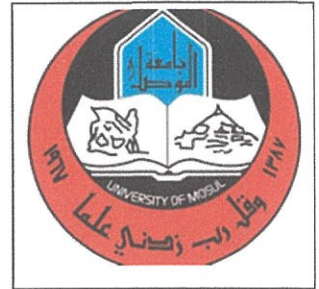
Total	131.0	0.0	8.0	1.0	0.0	31.0	135.0	2703.0	3297.0	6090.0	240.0	Must be 240 ECTS					
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الجامعة العراقية
الدراسات والبحوث
الادارة والاقتصاد
قسم ادارة التسويق

Program Catalogue 2025-2024

University of Mosul



First Cycle- Bachelor's Degree (B.Sc) In Administration & Economics- Marketing Management



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- 1- Mission & Vision Statement
2. Program Specification
3. Program Goals
4. Student learning outcomes
5. Academic Staff
6. Credits, Grading and GPA
7. Modules
- 8- Contact



1- Mission & Vision Statement

- The mission statement

Preparing diverse and diverse marketing cadres in a practical manner, through academic programs that keep pace with developments, and conducting modern scientific research that contributes to solving societal needs in the labor market, while adhering to various values and other principles.

- The vision statement

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

2- Program Specification

Program Code	B.Sc. Marketing Management	ECTS	240
Duration	4 Level- 8 semesters	Methods of Attendance	Full Time

Marketing concepts are an important topic of interest to researchers and specialists in the field of marketing and sales. Through marketing activities, organizations achieve their goals of survival, growth, and entry into new markets. The program provides detailed information on each marketing concept and the marketing mix, helping determine the course of action for commercial and service organizations.

This allows our students to become familiar with the principles of marketing management by the end of the first year.

In the first level, students are introduced to the principles of marketing management, business administration, and other supporting disciplines such as accounting and economics. These serve as the foundations for the first-level curriculum, from which other curriculums are built and defined in the second, third, and fourth levels.

At levels two, three, and four, students are free to choose more than half of their credits, provided they select a combination of modules that reflect their study style, from principles of marketing management and principles of business administration, to ensure the breadth of knowledge expected of a graduate with a degree in marketing management. This allows students to develop their broad interests in marketing management sciences. Their decisions regarding courses are made based on the guidance of faculty members in the academic department.

3- Program Goals

- ✓ Keeping pace with scientific developments in preparing the department's study requirements.
- ✓ Preparing and qualifying specialized academic cadres to work in various marketing fields.
- ✓ Academically qualifying students to continue their studies in marketing management.
- ✓ Developing and stimulating creative and applied capabilities in various marketing fields.
- ✓ Strengthening relationships with local community organizations.
- ✓ Providing expertise and consultations to international community organizations.
- ✓ Developing and advancing scientific research within the department.
- ✓ Preparing and implementing training courses to develop the marketing capabilities of employees in local organizations.
- ✓ Developing relationships between the department and similar departments in local and Arab universities.
- ✓ Combining theoretical and practical aspects to qualify students to work in the market and meet challenges.

4- Student learning outcomes

Marketing Management is the study of the organization of marketing activities carried out by organizations and their functions and tasks at the local, regional, and international levels. Graduates gain insight into marketing and technical aspects, as well as consumer behavior, and apply their basic knowledge to broader concepts.

The College of Administration and Economics awards a Bachelor's degree in Marketing Management. Additionally, the department offers lectures, continuing education courses, workshops, and scientific conferences for a large number of students and researchers from other departments. The department supports marketing programs through collaboration with other college departments and similar departments in Iraqi and foreign universities to prepare students for the next stages of graduate studies and for available jobs in the labor market.

A- Outcome 1: Cognitive Objectives

- A1 - Diverse knowledge in the field of marketing management.
A2 - Understanding modern trends that must be applied in the marketing field.
A3 - Introducing students to contemporary marketing concepts.

B- Outcome 2: Special skill objectives for the program:

- B1 - Technical skills.
B2 - Administrative skills.
B3 - Marketing skills.

C- Outcome 3: For affective and value-based objectives:

- C1 - Planning skills.
C2 - Creative thinking.
C3 - Consolidating marketing concepts.

D- Outcome 4: General and transferable skills (other skills related to employability and personal development).

- D1 - The ability to work in a multidisciplinary team.
D2 - The ability to communicate constructively.
D3 - Contribute to problem-solving.

5- Staff Academic

NO.	NAME		MOBILE	E-MAIL
1	Nada abdalbisit kashmola	Assist. Proff.	009647724541041	nada@uomosul.edu.iq
2	Dr. Hasan Mohammed Nori	Lecture	009647705224073	hmn1973@uomosul.edu.iq
3	Dr. Saif abdullah Mustafa	Lecture	009647701755446	Saif.abdullh@uomosul.edu.iq
4	Ahmed Khalid khaleel	Assist. Lecture	009647719821592	ahmed.hamadi@uomosul.edu.iq
5	Asmaa salim mohaamad ali salih	Assist. Lecture	009647723161137	Asmaa.s.mohammed@uomosul.edu.iq
6	Najdat Mustafa Musaib	Assist. Lecture	009647740856634	najdat.almehrab@uomosul.edu.iq
7	Sahm hazim najeb	Lecture	009647734196050	Saham hazem@uomosul.edu.iq
8	Maher			
9	Zena Ameer Basher		009647708387333	Zena_saeed@uomosul.edu.iq
10	Noor			

6- Credits, Grading and GPA

- Credits

University of Mosul is following the Bologna Process with the European Credit Transfer System (ECTS) credit system. The total degree program number of ECTS is 240, 30 ECTS per semester. 1 ECTS is equivalent to 25 hrs student workload, including structured and unstructured workload.

- Grading

Before the evaluation, the results are divided into two subgroups: pass and fail. Therefore, the results are independent of the students who failed a course. The grading system is defined as follows:

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A – Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C – Good	جيد	70 - 79	Sound work with notable errors
	D – Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E – Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required



Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

The CGPA is calculated by the summation of each module score multiplied by its ECTS, all are divided by the program total ECTS.
CGPA of a4-year B.Sc. degrees:

CGPA:; (1st module score x ECTS) + (2nd module score x ECTS +) / 240

7- Modules

Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
One	1	MMM1101	Principles of Business Management	63	112	175	7.00	C	
	2	MMM1102	Principles of Marketing Management	78	122	200	8.00	C	
	3	MMM1103	principles of Accounting	63	87	150	6.00	C	
	4	MMM1104	principles of economics	63	62	125	5.00	C	
	5	UOM1041	Human Right & Democracy	33	17	50	2.00	B	
	6	UOM1011	Arabic	33	17	50	2.00	B	
				333	417	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Two	1	MMM1205	Fundamentals of Management	63	112	175	7.00	C	MMM1101
	2	MMM1206	Fundamentals of Marketing Management	78	122	200	8.00	C	MMM1102
	3	MMM1207	Principle of Statistics	63	62	125	5.00	C	
	4	MMM1208	Green Economies Marketing	63	62	125	5.00	C	
	5	UOM1031	Computer	48	27	75	3.00	B	
	6	UOM1021	English	33	17	50	2.00	B	
				348	402	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Three	1	MMM-2307	Marketing Services	63	62	125	5.00	C	
	2	MMM-2308	Marketing Supplies	63	62	125	5.00	C	
	3	MMM-2309	Product	63	62	125	5.00	C	
	4	MMM-23010	Pricing	63	37	100	4.00	C	
	5	MMM-23011	Strategic Management	33	42	75	3.00	C	
	6	MMM-23012	Quantitative Methods in Marketing	48	27	75	3.00	C	
	7	UOM- 201	Computer & AI	48	27	75	3.00	B	
	8	UOM- 201	Arabic	33	17	50	2.00	B	
				414	336	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Four	1	MMM-24013	Distribution	63	87	150	6.00	C	
	2	MMM-24014	Promotion	63	87	150	6.00	C	
	3	MMM-24015	Brand Management and Positioning	63	87	150	6.00	C	
	4	MMM-24016	Marketing Information Systems	48	52	100	4.00	C	
	5	MMM-24017	Negotiation Management	48	52	100	4.00	C	
	6	UOM- 201	Crimes of the defunct Baath Party	33	17	50	2.00	B	
	7	UOM- 201	English	33	17	50	2.00	B	
				351	399	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Five	1	MMM-35018	Global Marketing	63	87	150	6.00	C	
	2	MMM-35019	Marketing Databases	63	87	150	6.00	C	
	3	MMM-35020	Consumer Behavior	63	62	125	5.00	C	
	4	MMM-35021	Marketing Risk Management	63	62	125	5.00	C	
	5	MMM-35022	Sales Management	48	52	100	4.00	C	
	6	MMM-35023	Optional (Marketing Performance Management, Marketing Organization Management, Marketing Correspondence)	48	52	100	4.00	C	
				348	402	750	30.00		

Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Five	1	MMM-35018	Global Marketing	63	87	150	6.00	C	
	2	MMM-35019	Marketing Databases	63	87	150	6.00	C	
	3	MMM-35020	Consumer Behavior	63	62	125	5.00	C	
	4	MMM-35021	Marketing Risk Management	63	62	125	5.00	C	
	5	MMM-35022	Sales Management	48	52	100	4.00	C	
	6	MMM-35023	Optional (Marketing Performance Management, Marketing Organization Management, Marketing Correspondence)	48	52	100	4.00	C	
				348	402	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Six	1	MMM-36024	Marketing Research	63	62	125	5.00	C	
	2	MMM-36025	Marketing Knowledge Management	63	87	150	6.00	C	
	3	MMM-36026	Marketing website design	48	102	150	6.00	C	
	4	MMM-36027	Marketing Quality Management	48	77	125	5.00	C	
	5	MMM-36028	Marketing Strategies	63	87	150	6.00	C	
	6	MMM-36029	Scientific Research Method	33	17	50	2.00	S	
				318	432	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Seven	1	MMM-47030	Customer Relationship Management	48	77	125	5.00	C	
	2	MMM-47031	Contemporary Marketing Studies	48	77	125	5.00	C	
	3	MMM-47032	Marketing techniques	48	77	125	5.00	C	
	4	MMM-47033	Agricultural Marketing	48	77	125	5.00	C	
	5	MMM-47034	Pharmaceutical Marketing	48	77	125	5.00	C	
	6	MMM-47035	Cyber marketing	48	77	125	5.00	C	
				288	462	750	30.0		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Eight	1	MMM-48036	Sustainable Marketing	63	87	150	6.00	C	
	2	MMM-48037	Sports Marketing	63	87	150	6.00	C	
	3	MMM-48038	Banking Marketing	48	77	125	5.00	C	
	4	MMM-48039	E-Marketing	48	102	150	6.00	C	
	5	MMM-48040	Tourism and Hotel Marketing	48	77	125	5.00	C	
	6	MMM-48041	Research Project	33	17	50	2.00	C	
				303	447	750	30.0		

8- Contact

1	Dr. Basshar THakir Salih	Assist. Proff.	+964 774 085 6522	bashar_thaker@uomosul.edu.iq
2	Dr. Munther Khuder Yaqoob	Assist. Proff.	+964 770 203 6776	Monther_khuder@uomosul.edu.iq
3	Mohammed Ahmed Mahmood	Assist. Proff.	+964 774 085 6642	



وصف مسار بولونيا- دليل المواد الدراسية

2025-2024

Units Program Catalogue 2025-2024

University of Mosul

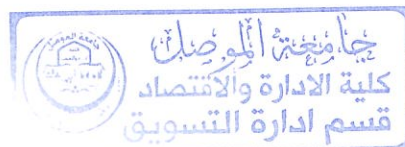


First Cycle- Bachelor's Degree (B.Sc) In Administration & Economics- Marketing Management



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1- Overview

This guide covers the courses (modules) offered by the Marketing Management program for the Bachelor of Marketing Management degree. The program offers (131) modules, totaling (6,000) credit hours and (240) European Credits. The offering of modules is based on the Bologna Process.

2- Undergraduate Modules 2024-2025

Class 1

Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
One	1	MMM1101	Principles of Business Management	63	112	175	7.00	C	
	2	MMM1102	Principles of Marketing Management	78	122	200	8.00	C	
	3	MMM1103	principles of Accounting	63	87	150	6.00	C	
	4	MMM1104	principles of economics	63	62	125	5.00	C	
	5	UOM1041	Human Right & Democracy	33	17	50	2.00	B	
	6	UOM1011	Arabic	33	17	50	2.00	B	
				333	417	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Two	1	MMM1205	Fundamentals of Management	63	112	175	7.00	C	MMM1101
	2	MMM1206	Fundamentals of Marketing Management	78	122	200	8.00	C	MMM1102
	3	MMM1207	Principle of Statistics	63	62	125	5.00	C	
	4	MMM1208	Green Economies Marketing	63	62	125	5.00	C	
	5	UOM1031	Computer	48	27	75	3.00	B	
	6	UOM1021	English	33	17	50	2.00	B	
				348	402	750	30.00		

Class 2

Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Three	1	MMM-2307	Marketing Services	63	62	125	5.00	C	
	2	MMM-2308	Marketing Supplies	63	62	125	5.00	C	
	3	MMM-2309	Product	63	62	125	5.00	C	
	4	MMM-23010	Pricing	63	37	100	4.00	C	
	5	MMM-23011	Strategic Management	33	42	75	3.00	C	
	6	MMM-23012	Quantitative Methods in Marketing	48	27	75	3.00	C	
	7	UOM- 201	Computer & AI	48	27	75	3.00	B	
	8	UOM- 201	Arabic	33	17	50	2.00	B	
				414	336	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Four	1	MMM-24013	Distribution	63	87	150	6.00	C	
	2	MMM-24014	Promotion	63	87	150	6.00	C	
	3	MMM-24015	Brand Management and Positioning	63	87	150	6.00	C	
	4	MMM-24016	Marketing Information Systems	48	52	100	4.00	C	
	5	MMM-24017	Negotiation Management	48	52	100	4.00	C	
	6	UOM- 201	Crimes of the defunct Baath Party	33	17	50	2.00	B	
	7	UOM- 201	English	33	17	50	2.00	B	
				351	399	750	30.00		

Class 3

Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Five	1	MMM-35018	Global Marketing	63	87	150	6.00	C	

	2	MMM-35019	Marketing Databases	63	87	150	6.00	C	
	3	MMM-35020	Consumer Behavior	63	62	125	5.00	C	
	4	MMM-35021	Marketing Risk Management	63	62	125	5.00	C	
	5	MMM-35022	Sales Management	48	52	100	4.00	C	
	6	MMM-35023	Optional (Marketing Performance Management, Marketing Organization Management, Marketing Correspondence)	48	52	100	4.00	C	
				348	402	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Five	1	MMM-35018	Global Marketing	63	87	150	6.00	C	
	2	MMM-35019	Marketing Databases	63	87	150	6.00	C	
	3	MMM-35020	Consumer Behavior	63	62	125	5.00	C	
	4	MMM-35021	Marketing Risk Management	63	62	125	5.00	C	
	5	MMM-35022	Sales Management	48	52	100	4.00	C	
	6	MMM-35023	Optional (Marketing Performance Management, Marketing Organization Management, Marketing Correspondence)	48	52	100	4.00	C	
				348	402	750	30.00		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Six	1	MMM-36024	Marketing Research	63	62	125	5.00	C	
	2	MMM-36025	Marketing Knowledge Management	63	87	150	6.00	C	
	3	MMM-36026	Marketing website design	48	102	150	6.00	C	
	4	MMM-36027	Marketing Quality Management	48	77	125	5.00	C	
	5	MMM-36028	Marketing Strategies	63	87	150	6.00	C	
	6	MMM-36029	Scientific Research Method	33	17	50	2.00	S	
				318	432	750	30.00		

Class 4

Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Seven	1	MMM-47030	Customer Relationship Management	48	77	125	5.00	C	
	2	MMM-47031	Contemporary Marketing Studies	48	77	125	5.00	C	
	3	MMM-47032	Marketing techniques	48	77	125	5.00	C	
	4	MMM-47033	Agricultural Marketing	48	77	125	5.00	C	
	5	MMM-47034	Pharmaceutical Marketing	48	77	125	5.00	C	
	6	MMM-47035	Cyber marketing	48	77	125	5.00	C	
				288	462	750	30.0		
Semester	No.	Module Code	Module Name in English	SSWL hr/sem	USSWL hr/sem	SWL hr/sem	ECTS	Module Type	Prerequisite Module(s) Code
Eight	1	MMM-48036	Sustainable Marketing	63	87	150	6.00	C	
	2	MMM-48037	Sports Marketing	63	87	150	6.00	C	
	3	MMM-48038	Banking Marketing	48	77	125	5.00	C	
	4	MMM-48039	E-Marketing	48	102	150	6.00	C	
	5	MMM-48040	Tourism and Hotel Marketing	48	77	125	5.00	C	
	6	MMM-48041	Research Project	33	17	50	2.00	C	
				303	447	750	30.0		

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