

University of Mosul



Bachelor degree of Marketing Management



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This guide outlines the coursework offered by the Marketing Management program leading to a Bachelor of Science degree in Marketing Management. The program offers 48 courses, totaling 240 ECTS credits. The course delivery is based on the Bologna Process

2- Bachelor's Degree Courses for the Academic Year 2024-2025

Module1

Code	Course/Module Title	ECTS	Semester
MMM-1101	Principles of Business Management	7	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
This course aims to provide the student with the concept of management, the stages of management development, types of management schools, management theories, administrative decision-making processes, and administrative decision-making, as well as clarifying the concepts of training and appointment in public organizations.			

Module2

Code	Course/Module Title	ECTS	Semester
MMM-1102	Principles of Marketing Management	8.00	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
4	1	78	122
Description			
This course introduces students to the concept of marketing and its importance in achieving organizational goals, focusing on the elements of the marketing mix (product, price, distribution, and promotion) and their role in formulating strategies. It also examines consumer behavior and the factors influencing purchasing decisions, highlighting the impact of the local and international marketing environment on marketing activities. Furthermore, the course equips students with the fundamentals of marketing research and market analysis tools, enabling them to apply theoretical concepts to practical situations within the Iraqi market.			

Mudule3

Code	Course/Module Title	ECTS	Semester
MMM1103	principles of Accounting	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	87
Description			
<p>This course aims to provide students with an understanding of the concept of accounting and its objectives at both the unit and national levels, as well as the beneficiaries of accounting data. It will explain accounting procedures using single-entry bookkeeping to measure the results of activity and the financial position of small businesses and sole proprietorships. The course will also explain accounting procedures using double-entry bookkeeping and the use of the balance sheet equation to demonstrate the impact of economic transactions on the financial position of the unit. Furthermore, it will clarify the stages of the accounting cycle, including recording entries in the journal and posting them to the ledger, and identify key documents. Finally, it will explain accounting procedures for capital formation, including how to increase and decrease capital, and will cover the types of personal withdrawals and loans, their categories, and how to calculate interest.</p>			

Mudule4

Code	Course/Module Title	ECTS	Semester
MMM-1104	principles of economics	5	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
<p>This course aims to provide students with an introduction to economics, giving them a general and simplified understanding of the fundamental concepts of this field. It seeks to foster an appreciation for the importance of economics, the reasons behind its study and development, and to familiarize students with the economic problem, the relationships and basic rules governing economic activity, and the study of different economic systems.</p>			

Mudule5

Code	Course/Module Title	ECTS	Semester
MMM-1040	Human Right & Democracy	2	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	0	33	17
Description			
<p>This course aims to provide the student with the concept of human rights in general, its components, elements, types, the historical development of human rights, international interest in protecting human rights, general guarantees for the protection of human rights and public freedoms - and the concept of democracy, the characteristics of the democratic system, its components, and the historical development of the democratic system.</p>			

Mudule6

Code	Course/Module Title	ECTS	Semester
MMM-1011	Arabic 1	2.00	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
2	0	33	17
Description			
<p>This course aims to provide the student with a general understanding of the Arabic language, its components, elements, and concepts, while reviewing the basic factors for the development of the Arabic language. It also aims to identify the basic differences between nouns, sentences, letters, the drawing of the Hamza, and other important concepts.</p>			

Mudule7

Code	Course/Module Title	ECTS	Semester
MMM-1205	Fundamentals of Management	7	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
<p>This course aims to provide students with knowledge of the fundamentals of management and its role as a specialized subject in business administration, management studies, and strategic studies. It introduces first-year students to decision-making information and decision-making mechanisms, which are relied upon in advanced stages of business administration studies. The course also gives students an overview of organizational fundamentals, theories, and their evolution throughout history, as well as clarifying the concept of motivation and its theories. Furthermore, it introduces students to leadership concepts and theories, along with the concepts of control and the most important functions of business administration.</p>			

Mudule8

Code	Course/Module Title	ECTS	Semester
MMM-1206	Fundamentals of Marketing Management	8.00	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
4	1	78	122
Description			
<p>This course aims to equip students with the fundamental concepts of marketing management in general, including its various aspects. It reviews marketing topics by presenting the concept of distribution, distribution channels, and the factors influencing channel selection. Students will then learn about promotion, its methods and strategies, the concept of price and its types, pricing policies, pricing objectives, and the concepts of wholesale and retail trade. The course also covers marketing information systems and marketing research, the concept of services marketing and service characteristics, and the concepts of e-marketing.</p>			

Mudule9

Code	Course/Module Title	ECTS	Semester
MMM-1104	Green Economies Marketing	5	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
<p>This course aims to provide students with an introduction to green economics, giving them a general and simplified understanding of the fundamental concepts of this field. Students will gain an understanding of the importance of green economics, the reasons behind its study and development, and green marketing. They will also learn about green marketing, understand the relationships and basic rules governing green economic and marketing activities, and examine the components of the green marketing mix.</p>			

Mudule10

Code	Course/Module Title	ECTS	Semester
MMM-1207	Principle of Statistics	5.00	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
<p>This course aims to provide the student with concepts of the principles of statistics in general and their implications, along with a review of statistical topics and tools through a presentation of the concept of sampling, data collection and classification, and then to learn about the concept of the relative and cumulative frequency distribution, the frequency polygon, the frequency histogram, and the frequency curve and how to draw them graphically, the concept of the arithmetic mean and median and how to calculate them, as well as how to draw bar graphs, geometric and pie charts, and also to learn about the concept of correlation and how to calculate it.</p>			

Mudule11

Code	Course/Module Title	ECTS	Semester
UOM1031	Computer	3	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	48	27
Description			
<p>This course aims to provide the student with the basic concepts of computer skills, information technology training on computer components, familiarization with the use of the Windows 11 operating system, familiarization with the use of Word 2016, use of computers in daily life, and employing computer skills in service of the user.</p>			

Mudule12

Code	Course/Module Title	ECTS	Semester
UOM1021	English 1	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
<p>This course aims to enabling students to:</p> <ol style="list-style-type: none"> 1- Teaching students about greetings, the use of auxiliary verbs, numbers (1-10) and singular and plural 2- Teaching students about Countries, pronouns and possessives (her, his) 3- Teaching students about jobs, how to make negative and questions sentences 4- Teaching students about how to explain personal information and the use of numbers (11-20) 5- Teaching students about relationships with the family and friends, the use of possessives (our, their) 6- Teaching students about the use of have and has, and the use of alphabet with the correct pronunciation 7- Teaching students about to express the way I live, and present simple tense with (I, you, we, they) 8- Teaching students about the use of articles, languages, nationalities, numbers and prices. 9- Teaching students about how to express the time, the use of present simple tense with (he, she) 10- Teaching students about (always, sometimes, never), words that go together, and days of the week. 			

11- Teaching students about how to express my favorites, and the use of question words
Teaching students about how to express rooms, furniture, and the use of prepositions and directions

Mudule13

Code	Course/Module Title	ECTS	Semester
MMM-2307	Marketing Services	7	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
<p>This course aims to provide the student with the concept of service, its characteristics and types, the elements of the service marketing mix consisting of seven main elements, as well as identifying the marketing environment that affects service marketing, the quality of the service provided, electronic marketing of the service, as well as identifying the mental position, explaining the role and identifying the relationship between the service organization and customers, as well as providing applications for service marketing in health, banking and educational organizations.</p>			

Mudule14

Code	Course/Module Title	ECTS	Semester
MMM-2308	Marketing Supplies	7	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
<p>This course aims to equip students with the fundamental concepts of marketing supply chains, their components, elements, and types, while also exploring the historical development of the supply chain and its role in supporting marketing activities. It highlights modern trends in supply chain management and the impact of globalization and technology on supply chain efficiency. The course also addresses mechanisms for coordinating logistics and marketing activities, the importance of partnerships between suppliers and distributors, and reviews the guarantees and general standards that ensure the quality and efficiency of logistics services. Furthermore, the course includes an examination of successful supply chain management models and how to enhance supply chain sustainability within the framework of corporate social responsibility.</p>			

Mudule15

Code	Course/Module Title	ECTS	Semester
MMM-2309	Fundamentals of Marketing Mix	5	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	78	47
Description			
<p>This course aims to provide the student with the concept of the marketing mix and its characteristics, the elements of the marketing mix, as well as to understand how to develop and manage products throughout their life cycle, to learn about product strategies, and also to know the concepts of pricing, its objectives, pricing methods and the factors affecting it, and to acquire market analysis skills to make effective decisions regarding the product and price.</p>			

Mudule16

Code	Course/Module Title	ECTS	Semester
MMM-2307	Fundamentals of Quantitative Methods & SPSS Applications	6	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	87
Description			
<p>This course aims to teach students how to transform theoretical problems into quantitative ones, solve them, and reach the optimal solution in marketing organizations. It also aims to equip students with skills in dealing with logical models, introduce them to the concepts of statistical analysis, teach them how to create paper and electronic questionnaires, enable them to calculate frequencies and percentages, and familiarize them with the concepts of central tendency and parametric and non-parametric tests.</p>			

Mudule17

Code	Course/Module Title	ECTS	Semester
UOM-201	Computer & AI	3	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	27	48
Description			
<p>This course aims to equip marketing management students with fundamental knowledge and practical skills related to computer technologies, networks, and digital security, as well as an understanding of e-commerce and online banking applications. It also aims to provide them with the principles and concepts of artificial intelligence and its modern applications in smartphones and various sectors. The course covers topics related to network security, digital services, computer troubleshooting and repair, and the practical applications of artificial intelligence in education, healthcare, transportation, marketing, and advertising also covers financing, as well as discussing the social impacts and ethical challenges associated with these technologies. Furthermore, it aims to develop students' ability to effectively utilize digital technologies in marketing work environments and to enhance their awareness of the security and ethical issues related to the use of data and modern technology..</p>			

Mudule18

Code	Course/Module Title	ECTS	Semester
UOM-201	اللغة الانكليزية	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
<p>This course aims to enabling students to:</p> <ol style="list-style-type: none"> 1- Teaching students about questions and tense revision 2- Teaching students about Rights word, wrong word, Social expressions 3- Teaching students about Present tenses, have/ have got 4- Teaching students about how to express Things I like doing, making conversation 5- Teaching students about Past simple and continuous 6- Teaching students about the use of Adverbs, Saying when 			

- 7- Teaching students about Eat, drink, and be merry!
- 8- Teaching students about how to Express quantity, something/ no one.....
- 9- Teaching students about how to use Articles, a piece of....., Can you come dinner?
- 10- Teaching students about Verb patterns and Expressing doubt and certainty
- 11- Teaching students about Phrasal verbs and Synonyms and antonyms
- 12- Teaching students about Expressing doubt and certainty

Mudule19

Code	Course/Module Title	ECTS	Semester
MMM-24011	Principles of Marketing Mix	5	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	78	47
Description			
<p>This course focuses on two key elements of the marketing mix: promotion and distribution. It aims to provide the student with the theoretical knowledge and practical skills to understand how to promote products through various traditional and electronic promotional methods and distribute them effectively through distribution channels within the contemporary marketing context in a way that enables organizations to compete and grow in the market.</p>			

Mudule20

Code	Course/Module Title	ECTS	Semester
MMM-24012	Brand Management and Positioning	8	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	137
Description			
<p>This course aims to equip students with the fundamental concepts of brand and positional awareness management, enabling them to understand how to design and implement brand and positional awareness management strategies. It also aims to develop students' creative and innovative thinking skills in brand and positional awareness management, and their ability to analyze, evaluate, and design brand and positional awareness management strategies.</p>			

Module21

Code	Course/Module Title	ECTS	Semester
MMM-24013	Marketing Information Systems	7	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	48	127
Description			
<p>This course aims to provide students with an understanding of the nature and concept of marketing information systems in the product field. It teaches students how to identify the nature of marketing information systems, understand their components, recognize the data that is processed, analyzed, and interpreted, identify information sources and types, and explore the relationship between the marketing environment and marketing information systems.</p>			

Module22

Code	Course/Module Title	ECTS	Semester
MMM-24014	Principle of Quantitative Methods & SPSS Applications	6	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	87
Description			
<p>This course aims to teach students how to transform theoretical problems into quantitative ones, then solve them and reach the optimal solution in marketing organizations, as well as to enable students to acquire skills in dealing with logical models, introduce students to the concepts of statistical analysis, how to conduct paper and electronic questionnaires, enable them to calculate frequencies and percentages, and recognize the concepts of central tendency and parametric and non-parametric tests.</p>			

Mudule23

Code	Course/Module Title	ECTS	Semester
UOM- 2010	Crimes of the defunct Baath Party	2	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
<p>This course focuses on two key elements: First, the student's understanding of human rights. Second, the student's understanding of violations of individual rights and freedoms. Third, the student's learning of the principles of democracy and freedom of expression. Fourth, the student's understanding of the crimes committed by authoritarian and dictatorial states. Fifth, the student's understanding of the concept of justice. Sixth, the student's understanding of the impact of authoritarian states on the individual and life in general. Finally, the student's learning to reject sectarianism and racism.</p>			

Mudule24

Code	Course/Module Title	ECTS	Semester
MMM-1012	Arabic 2	2	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Descr*ption			
<p>This course aims to introduce students to the concept of verbs and their types, the types of nominal and verbal sentences, the long and short alif, and to train them on how to use the Arabic language effectively to achieve their goals. It also covers common errors, the language of administrative documents, how to write an administrative letter, and the differences between nun, tanween, and the alif al-farqah Furthermore, it aims to differentiate between the letters dad and dha.</p>			

3- contact

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