

University of Mosul



Bachelor degree of Marketing Management



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1- Vision and Mission

Vision

Leadership and excellence in education and scientific research in the field of marketing management, contributing to the preparation of marketing personnel capable of meeting the changing market requirements and achieving sustainable development at the local and global levels.

Mission

Preparing diverse and varied marketing and engineering cadres, through modern academic programs to keep pace with tourism and technology, supporting applied scientific research that contributes to meeting the needs of society and the desire of the labor market, within the framework of commitment to animal values and professional responsibility.

2- Program specifications

Program code:	BSc-mm	ECTS	240
Duration:	4 levels, 8 Semesters	Method of Attendance:	Full Time

The faculty in the Marketing Management Department believe that students gain a comprehensive understanding of marketing through a blend of coursework, practical training, research, and applied projects. This combination of teaching methods leads to a well-rounded understanding of the scientific and practical approaches marketers use to analyze markets, develop strategies, and create marketing solutions. Furthermore, the program's structure fosters a close working relationship between faculty and students in a stimulating environment.

The faculty in the Marketing Management Department undertakes a multifaceted mission. The program aims to equip all students with a foundational knowledge of marketing, as well as a deeper understanding of a chosen area of specialization within the field (such as digital marketing or international marketing). The curriculum and academic advising are designed to prepare graduates for their future careers, whether they choose to work in public or private organizations or pursue graduate studies in the field. The program also provides the necessary foundational knowledge to engage in research or applied fields related to marketing.

3- Program Objective

1. prepare graduates who possess advanced marketing competencies capable of analyzing markets, understanding consumer behavior, and making data- and knowledge-based marketing decisions.
2. Developing educational content and curricula to keep pace with digital transformations and modern trends in marketing thought and practice, and in accordance with national and international academic standards.
3. promote qualitative scientific research in the field of marketing and to encourage applied studies that address market challenges and support decision-making in organizations.
4. Developing students' analytical and critical skills to enable them to evaluate marketing strategies and employ modern models and methods efficiently.
5. Supporting application-based learning and practical experience through case studies, applied projects, and field training in collaboration with business institutions.
6. Preparing students for effective integration into the local, regional and global labor market, and enhancing their professional readiness and job competitiveness.

7. establish the principles of innovation and entrepreneurial thinking in marketing solutions, and to motivate students to develop creative marketing ideas and projects.

8. promote awareness of social and ethical responsibility in marketing activities, and to encourage practices that deliver sustainable value to society and organizations.

4–Student learning outcomes

Knowledge	
<p>Learning outcomes: These consist of the sum of knowledge, skills, and competencies that the student is expected to acquire after successfully completing each semester or the course program. The learning outcomes for each subject and semester must be defined in a way that contributes to achieving the goals of the course program.</p>	
Skills	
Technical skills	The ability to use a computer skillfully and to handle various educational programs.
Administrative skills	Good administrative skills and the ability to follow sound administrative methods in communications and dealings with different administrative units.
Marketing skills	Possessing diverse marketing skills through the ability to accurately determine prices, negotiation skills, traditional and electronic supply and promotion methods, and various marketing concepts.
Values	
Moral values	By adhering to ethical standards in customer interactions, demonstrating social and moral responsibility in diverse marketing methods, and by preserving the environment through sustainability and clean energy, and by working to market and promote these through diverse marketing methods.
Administrative values	Finding a competent and honest employee, as well as instilling professional values and encouraging professional integrity in them.

5– Teaching staff

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6-Credits, grades, and cumulative GPA

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 with 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 cumulative grade point average (GPA) is calculated by summing the grades for each credit unit multiplied by its corresponding credit hours (ECTS), then dividing the sum by the total number of credit hours in the program.

:(GPA for a Bachelor of Science in Marketing Management (four years

$$GPA = [(Grade\ of\ first\ unit \times number\ of\ credit\ hours) + (Grade\ of\ second\ unit \times number\ of\ credit\ hours) + \dots] / 240$$

7-Curriculum and Study Units

First semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM1101	Principles of Business Management	63	175	7.00	C	
MMM1102	Principles of Marketing Management	78	200	8.00	C	
MMM1103	Principles of Accounting	63	150	6.00	C	
MMM1104	principles of economics	63	125	5.00	C	
UOM1041	Human Right & Democracy	33	50	2.00	B	
UOM1011	Arabic 1	33	50	2.00	B	

Second semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM1205	Fundamentals of Management	63	112	7.00	C	
MMM1206	Fundamentals of Marketing Management	78	122	8.00	C	
MMM1207	Principle of Statistics	63	62	5.00	C	
MMM1208	Green Economies Marketing	63	62	5.00	C	
UOM1031	Computer	48	27	3.00	B	
UOM1021	English 1	33	17	2.00	B	

Third semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM-2307	Marketing Services	63	112	7.00	C	
MMM-2308	Marketing Supplies	63	112	7.00	C	
MMM-2309	Fundamentals of Marketing Mix	78	47	5.00	C	
MMM-23010	Fundamentals of Quantitative Methods & SPSS Applications	63	87	6.00	B	
UOM- 1032	Computer & AI	48	27	3.00	B	
UOM- 1022	English 2	33	17	2.00	B	

Fourth semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM-24011	Principles of Marketing Mix	78	47	5.00	C	
MMM-24012	Brand Management and Positioning	63	137	8.00	C	
MMM-24013	Marketing Information Systems	48	127	7.00	C	
MMM-24014	Principle of Quantitative Methods & SPSS Applications	63	87	6.00	B	
UOM- 2010	Crimes of the defunct Baath Party	33	17	2.00	B	
UOM- 1012	Arabic 2	33	17	2.00	B	

Fifth semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM-35018	Global Marketing	63	87	6.00	C	
MMM-35019	Marketing Databases	63	87	6.00	C	
MMM-35020	Consumer Behavior	63	37	4.00	C	
MMM-35021	Marketing Risk Management	63	37	4.00	C	
MMM-35022	Sales Management	48	52	4.00	C	
MMM-35023	Fundamentals of Operation Research and QSB Application	63	87	6.00	C	

Sixth semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM-36024	Marketing Research	63	62	5.00	C	
MMM-36025	Marketing Knowledge Management	63	87	6.00	C	
MMM-36026	Principles of Operation Research and QSB Application	63	87	6.00	C	
MMM-36027	Marketing Quality Management	48	77	5.00	C	
MMM-36028	Marketing Strategies	63	87	6.00	C	
MMM-36029	Scientific Research Method	33	17	2.00	S	

Seventh semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM-47030	Customer Relationship Management	48	77	5.00	C	
MMM-47031	Contemporary Marketing Studies	48	77	5.00	C	
MMM-47032	Marketing techniques	48	77	5.00	C	
MMM-47033	Agricultural Marketing	48	77	5.00	C	
MMM-47034	Pharmaceutical Marketing	48	77	5.00	C	
MMM-47035	Cyber marketing	48	77	5.00	C	

Eighth semester / 30 credit hours / 1 ECTS credit = 25 ECTS credit hours

code	Module	SSWL	USSWL	ECTS	Type	Pre-request
MMM-48036	Sustainable Marketing	63	87	6.00	C	
MMM-48037	Sports Marketing	63	87	6.00	C	
MMM-48038	Banking Marketing	48	77	5.00	C	
MMM-48039	E-Marketing	48	102	6.00	C	
MMM-48040	Tourism and Hotel Marketing	48	77	5.00	C	
MMM-48041	Research Project	33	17	2.00	C	

8-contact

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