

**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

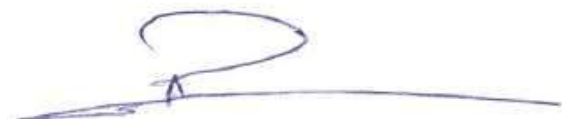
**Course Description Form**

|                                                                                                                                                                                                                             |  |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------|
| <b>1. Course name and academic level</b>                                                                                                                                                                                    |  | <b>Global Marketing</b>  |
|                                                                                                                                                                                                                             |  |                          |
| <b>2. Course code</b>                                                                                                                                                                                                       |  | <b>AEMM25_F301</b>       |
|                                                                                                                                                                                                                             |  |                          |
| <b>3. Semester/Year</b>                                                                                                                                                                                                     |  | <b>quarterly</b>         |
|                                                                                                                                                                                                                             |  |                          |
| <b>4. Description Preparation Date:</b>                                                                                                                                                                                     |  | <b>1/9/2025</b>          |
|                                                                                                                                                                                                                             |  |                          |
| <b>5. Available Attendance Forms:</b>                                                                                                                                                                                       |  | <b>Hind Khader Ahmed</b> |
|                                                                                                                                                                                                                             |  |                          |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                                                                                                                                          |  |                          |
|                                                                                                                                                                                                                             |  |                          |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                                                                                                                                  |  |                          |
| hend_79@uomosul.edu.iq                                                                                                                                                                                                      |  |                          |
| <b>8. Course objectives</b>                                                                                                                                                                                                 |  |                          |
| Course objectives<br>To introduce the student to the nature of global marketing in the field of products (goods and services) and its impact on achieving the organization's goals                                          |  |                          |
| <b>9. Teaching and learning strategies</b>                                                                                                                                                                                  |  |                          |
| Strategy:<br>:Strategy<br>A. Basic concepts of global marketing<br>B. Identifying the subsystems related to global marketing<br>C. The impact of the interaction between global marketing and the subsystems and the global |  |                          |

|                                                                                                                                                                                                      |       |                                                         |                                           |                 |                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------|-------------------------------------------|-----------------|-------------------|
| environment on achieving organizational goals<br>:Learning<br>A. Collaborative learning through answering student inquiries and brainstorming<br>B. Discussion method<br>C. Daily assignments method |       |                                                         |                                           |                 |                   |
| 10. Course structure                                                                                                                                                                                 |       |                                                         |                                           |                 |                   |
| week                                                                                                                                                                                                 | hours | Required Learning Outcomes                              | Unit or subject name                      | Learning method | Evaluation method |
| 1                                                                                                                                                                                                    | 3     | Understanding the concept of global marketing           | the concept of global marketing           | lecture         | Oral assessment   |
| 2                                                                                                                                                                                                    | 3     | Understanding the objectives of global marketing        | the objectives of global marketing        | lecture         | Oral assessment   |
| 3                                                                                                                                                                                                    | 3     | Recognizing the importance of global marketing          | importance of global marketing            | lecture         | Oral assessment   |
| 4                                                                                                                                                                                                    | 33    | Global marketing tools                                  | Global marketing                          | lecture         | Oral assessment   |
| 5                                                                                                                                                                                                    | 3     | Understanding the global marketing environment          | the global marketing environment          | lecture         | Oral assessment   |
| 6                                                                                                                                                                                                    | 3     | Understanding the rationale for globalizing             | the rationale for globalizing             | lecture         | Oral assessment   |
| 7                                                                                                                                                                                                    | 3     | Understanding the factors influencing global marketing  | the factors influencing global marketing  | lecture         | Oral assessment   |
| 8                                                                                                                                                                                                    | 3     | Understanding the mechanisms of global marketing        | the mechanisms of global marketing        | lecture         | Oral assessment   |
| 9                                                                                                                                                                                                    | 3     | Understanding the global marketing mix for goods        | the global marketing mix for goods        | lecture         | Oral assessment   |
| 10                                                                                                                                                                                                   | 3     | Understanding the global marketing mix for services     | the global marketing mix for services     | lecture         | Oral assessment   |
| 11                                                                                                                                                                                                   | 3     | Understanding the intermediaries in global marketing    | the intermediaries in global marketing    | lecture         | Oral assessment   |
| 12                                                                                                                                                                                                   | 3     | Understanding the challenges of global marketing        | the challenges of global marketing        | lecture         | Oral assessment   |
| 13                                                                                                                                                                                                   | 3     | Understanding the methods of entering the global market | the methods of entering the global market | lecture         | Oral assessment   |
| 14                                                                                                                                                                                                   | 3     | Case studies                                            | Case studies                              | lecture         | Oral assessment   |
| 15                                                                                                                                                                                                   |       | End-of-course exam                                      |                                           |                 |                   |

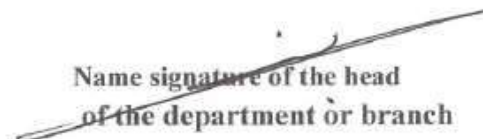
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| <b>11. Course Evaluation and Grade Divisions</b> |
|--------------------------------------------------|

|                                                                                     |                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| .                                                                                   |                                                                                                                                                                                                                                                                                                                                                                |
| <b>12. Learning and teaching resources</b>                                          |                                                                                                                                                                                                                                                                                                                                                                |
| Required textbooks<br>(methodology if any)                                          |                                                                                                                                                                                                                                                                                                                                                                |
| Main References (Sources)                                                           | <ol style="list-style-type: none"> <li>1. Marketing international CHARLES CROUE-2-<br/>ed eme De Boeck université Bruxelles 2000</li> <li>2. . -Corinne Pasco-Berho, Marketing International,<br/>4 ème édition (Paris,</li> <li>3. Editions Dunod ,( 2018), -Eliane karsaklian,<br/>marketing international, éditions eyrolles, Paris,<br/>France,</li> </ol> |
| Recommended supporting books<br>and references (scientific<br>journals, reports...) |                                                                                                                                                                                                                                                                                                                                                                |
| Electronic references,<br>websites                                                  |                                                                                                                                                                                                                                                                                                                                                                |
| Curriculum update rate                                                              | %15                                                                                                                                                                                                                                                                                                                                                            |



Name and signature  
of the decision holder

Hind Khader Ahmed



Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

|                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Course name and academic level</b>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Consumer Behavior / Phase Three                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>2. Course code</b>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| AEMM25_F303                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>3. Semester/Year</b>                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2025-2026                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>4. Description Preparation Date:</b>                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 1/9/2025                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>5. Available Attendance Forms:</b>                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| immanence                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| (2) hours per week                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>7. Course administrator's name (mention all, if more than one name)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| :Name: M.M. Yasser Mohamed Ibrahim Email: Yasser.ibraheem@uomosul.edu.iq   |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>8. Course objectives</b>                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Course objectives                                                          | Identifying the most important aspects related to consumer behavior, the psychological aspects related to the consumer such as his needs and motives, and the personal aspects related to him in order to provide goods or services that meet these aspects and work to achieve his satisfaction, and what are the most important challenges facing the organization in reaching this satisfaction and achieving the success of the .organization |
| <b>9. Teaching and learning strategies</b>                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Strategy:                                                                  | Consumer behavior is the science that studies how individuals buy, what they buy, where they buy it from, and why they buy it. This science—                                                                                                                                                                                                                                                                                                      |

although now considered an important area of marketing practiced by organizations—is something students should be familiar with in their studies. College of Administration, University of Mosul, Department of Marketing Management.

This course consists of 15 units. One unit is taught per lecture, covering one topic per week, with only one lecture per week. The course runs for a total of 15 weeks.

#### 10. Course structure

| week | hours | Required Learning Outcomes                                                                | Unit or subject name | Learning method | Evaluation method |
|------|-------|-------------------------------------------------------------------------------------------|----------------------|-----------------|-------------------|
| 1    | 2     | Introduction to Consumer Behavior: The Concept of Consumer Behavior                       |                      |                 |                   |
| 2    | 2     | Reasons for studying consumer behavior; types of purchasing decisions by the end consumer |                      |                 |                   |
| 3    | 2     | Dimensions of consumer behavior and those involved in the purchasing process              |                      |                 |                   |
| 4    | 2     | Factors affecting the end consumer in terms of the individual and the stimulus            |                      |                 |                   |
| 5    | 2     | Stages of the purchasing decision                                                         |                      |                 |                   |
| 6    | 2     | Factors determining the end consumer's                                                    |                      |                 |                   |

|    |   |                                                           |  |  |  |
|----|---|-----------------------------------------------------------|--|--|--|
|    |   | purchasing decision                                       |  |  |  |
| 7  | 2 | Semester exam                                             |  |  |  |
| 8  | 2 | Needs and their personal theories and theories            |  |  |  |
| 9  | 2 | Learning, theories, and case studies in consumer behavior |  |  |  |
| 10 | 2 | Perception, attitudes, and learning                       |  |  |  |
| 11 | 2 | Consumer behavior models                                  |  |  |  |
| 12 | 2 | Strategies to modify and change trends                    |  |  |  |
| 13 | 2 | Family and social classes                                 |  |  |  |
| 14 | 2 | Types of families and characteristics of social classes   |  |  |  |
| 15 | 2 | Semester exam                                             |  |  |  |

## 11. Course Evaluation and Grade Divisions

. The grade out of 100 is distributed according to 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)                                       | Consumer Behavior        |
| Main References (Sources)                                                     | Mohammed Ibrahim Obeidat |
| Recommended supporting books and references (scientific journals, reports...) |                          |
| Electronic references, websites                                               |                          |
| Curriculum update rate                                                        | %15                      |

Name and signature  
of the decision holder

M. Yasser Mohamed Ibrahim



Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji

|                                                                                                       |                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Course name and academic level</b>                                                              |                                                                                                                                                                                                                                                     |
| Marketing risk management                                                                             |                                                                                                                                                                                                                                                     |
| <b>2. Course code</b>                                                                                 |                                                                                                                                                                                                                                                     |
| AEMM25_F304                                                                                           |                                                                                                                                                                                                                                                     |
| <b>3. Semester/Year</b>                                                                               |                                                                                                                                                                                                                                                     |
| First semester /2025-2026                                                                             |                                                                                                                                                                                                                                                     |
| <b>4. Description Preparation Date:</b>                                                               |                                                                                                                                                                                                                                                     |
| 1/10/2025                                                                                             |                                                                                                                                                                                                                                                     |
| <b>5. Available Attendance Forms:</b>                                                                 |                                                                                                                                                                                                                                                     |
| Attendance in classrooms and via Google Meet platforms through lectures in PDF and PowerPoint formats |                                                                                                                                                                                                                                                     |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                    |                                                                                                                                                                                                                                                     |
| 2 hours week                                                                                          |                                                                                                                                                                                                                                                     |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                            |                                                                                                                                                                                                                                                     |
| Name: Mustafa Faisal Saeed                                                                            | Email: mustafa.alhamdani@uomosul.edu.iq                                                                                                                                                                                                             |
| Name: Ali Saad Aeid                                                                                   | Email: ali.aaed@uomosul.edu.iq                                                                                                                                                                                                                      |
| Name : Bahaa Habeeb Mahmood                                                                           | Email: baha_habeb@uomosul.edu.iq                                                                                                                                                                                                                    |
| <b>8. Course objectives</b>                                                                           |                                                                                                                                                                                                                                                     |
| Course objectives                                                                                     | This course introduces students to the nature of marketing risks, the types of potential risks they may face, and the most important tools, mechanisms, and strategies that reduce or completely eliminate the negative effects of marketing risks. |
| <b>9. Teaching and learning strategies</b>                                                            |                                                                                                                                                                                                                                                     |
| Strategy:                                                                                             | In-person and online lectures via educational platforms such as Google Classroom                                                                                                                                                                    |

| <b>10. Course structure</b> |              |                                                    |                                                   |                        |                               |
|-----------------------------|--------------|----------------------------------------------------|---------------------------------------------------|------------------------|-------------------------------|
| <b>week</b>                 | <b>Hours</b> | <b>Required Learning Outcomes</b>                  | <b>Unit or subject name</b>                       | <b>Learning method</b> | <b>Evaluation method</b>      |
| 1                           | 2            | Clarifying the concept of risk                     | The concept of risk and its management            | Exams                  | Daily theoretical assignments |
| 2                           | 2            | Identifying types of risk                          | Types of danger                                   | Exams                  | Daily theoretical assignments |
| 3                           | 2            | How to analyze risks                               | Risk analysis in business organizations           | Exams                  | Daily theoretical assignments |
| 4                           | 2            | Introduction to Marketing Risks                    | The concept of marketing risks                    | Exams                  | Daily theoretical assignments |
| 5                           | 2            | Explanation of danger tools                        | The concept of danger and its effects             | Exams                  | Daily theoretical assignments |
| 6                           | 2            | Explaining the stages of risk management           | Marketing Risk Management Course                  | Exams                  | Daily theoretical assignments |
| 7                           | 2            | Explaining the components of risk management       | Characteristics and components of marketing risks | Exams                  | Daily theoretical assignments |
| 8                           | 2            | Marketing risk determinants                        | Identifying and mitigating marketing risks        | Exams                  | Daily theoretical assignments |
| 9                           | 2            | Marketing risk strategies                          | of Explanation marketing risk strategies          | Exams                  | Daily theoretical assignments |
| 10                          | 2            | the What are tools for addressing marketing ?risks | Tools for addressing marketing risks              | Exams                  | Daily theoretical assignments |
| 11                          | 2            | What are the tools for addressing marketing ?risks | Tools for addressing marketing risks              | Exams                  | Daily theoretical assignments |

|    |   |                                             |                                                       |       |                               |
|----|---|---------------------------------------------|-------------------------------------------------------|-------|-------------------------------|
| 12 | 2 | What are the dimensions of marketing ?risks | Marketing risk dimensions                             | Exams | Daily theoretical assignments |
| 13 | 2 | Clarifying marketing opportunities          | Marketing opportunities                               | Exams | Daily theoretical assignments |
| 14 | 2 | Determinants of marketing opportunities     | What are the determinants of marketing ?opportunities | Exams | Daily theoretical assignments |
| 15 | 2 |                                             | Midterm exam                                          | Exams | Daily theoretical assignments |

### 11. Course Evaluation and Grade Divisions

. The grade out of 100 is distributed according to 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)                                       | Marketing Risk Management / Al-Ta'i, Yousef Hajim and Al-Hamdani, Alaa Abdel Salam 2025 |
| Main References (Sources)                                                     | Lectures in Risk Management / Bin Zaid Fathi / Master's Thesis                          |
| Recommended supporting books and references (scientific journals, reports...) |                                                                                         |
| Electronic references, websites                                               |                                                                                         |
| Curriculum update rate                                                        |                                                                                         |

Name and signature  
of the decision holder



Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji

Handwritten signatures and dates in Arabic script, including dates like 2023/10/25 and 2023/10/26.

**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

|                                                                                                                   |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
|-------------------------------------------------------------------------------------------------------------------|-------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------|
| <b>1. Course name and academic level:</b>                                                                         |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| Entrepreneurial Marketing / Phase Three                                                                           |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>2. Course code:</b>                                                                                            |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| AEMM18_M305                                                                                                       |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>3. Semester/Year :</b>                                                                                         |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| first semester /2025-2026                                                                                         |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>4. Description Preparation Date:</b>                                                                           |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| 01/10/2025                                                                                                        |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>5. Available Attendance Forms:</b>                                                                             |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| Attendance                                                                                                        |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>6. Number of Credit Hours (Total) / Number of Units</b>                                                        |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| (Total):30 hours /2 units                                                                                         |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                        |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| Mr . OMAR YASEEN MOHAMMED      EMAIL : <a href="mailto:omar.yaseen@uomosul.edu.iq">omar.yaseen@uomosul.edu.iq</a> |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| <b>8. Course objectives</b>                                                                                       |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| Course objectives                                                                                                 |       |                            | 1. To enable students to research entrepreneurial marketing and marketing entrepreneurship . 2. To provide students with knowledge of the dimensions of entrepreneurial marketing. 3. To develop knowledge, skills, and a comprehensive understanding of various entrepreneurial marketing strategies. |                 |                   |
| <b>9. Teaching and learning strategies</b>                                                                        |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| Strategy:                                                                                                         |       |                            | Lectures - Presentations - Homework - Discussions - Daily quizzes - Thinking questions                                                                                                                                                                                                                 |                 |                   |
| <b>10. Course structure</b>                                                                                       |       |                            |                                                                                                                                                                                                                                                                                                        |                 |                   |
| week                                                                                                              | hours | Required Learning Outcomes | Unit or subject name                                                                                                                                                                                                                                                                                   | Learning method | Evaluation method |

|                   |         |                                                                                              |                                                                            |         |                                                 |
|-------------------|---------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---------|-------------------------------------------------|
| 1 first week      | 2 hours | understanding the Origins of Entrepreneurial Marketing                                       | Origins of Entrepreneurial Marketing                                       | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 2. second week    | 2 hours | Explaining the concept and objectives of entrepreneurial marketing                           | the concept of entrepreneurial marketing, its importance, and its goals.   | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 3 . third week    | 2 hours | Identifying the most important characteristics and strategies of entrepreneurial marketing.. | Characteristics and strategies of entrepreneurial marketing.               | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 4.fourth week     | 2 hours | Explaining the differences between entrepreneurial marketing and traditional marketing       | The difference between entrepreneurial marketing and traditional marketing | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 5.fivth week      | 2 hours | Explaining the Forms of Entrepreneurial Marketing                                            | Forms of Entrepreneurial Marketing                                         | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 6.sixth week      | 2 hours | Identifying the Most Important Dimensions of Entrepreneurial Marketing                       | Dimensions of Entrepreneurial Marketing                                    | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 7. seventh week   | 2 hours |                                                                                              |                                                                            | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 8. eighth week    | 2 hours | Exam mid term                                                                                |                                                                            |         |                                                 |
| 9. ninth week     | 2 hours | Statement on the Application of Entrepreneurial Marketing                                    | Statement on the Application of Entrepreneurial Marketing                  | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 10. tenth week    | 2 hours | Explanation of Entrepreneurial Marketing in the Global Environment                           | Entrepreneurial Marketing in the Global Environment                        | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 11. eleventh week | 2 hours | Explanation of the Most Important Behaviors of Entrepreneurial Marketing                     | Behaviors of Entrepreneurial Marketing                                     | Lecture | Daily Participation<br>Lecture or<br>Daily Quiz |
| 12. twelfth       | 2 hours | Statement of the Relationship Between                                                        | Relationship Between Entrepreneurial                                       | Lecture | Daily Participation                             |

|                |         |                                                                                               |                                                                              |         |                                           |
|----------------|---------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------|-------------------------------------------|
|                |         | Entrepreneurial Marketing and Marketing Strategies                                            | Marketing and Marketing Strategies                                           |         | Lecture or Daily Quiz                     |
| 13. thirteenth | 2 hours | Clarification of the Relationship Between Entrepreneurial Marketing and Marketing Performance | Relationship Between Entrepreneurial Marketing and Marketing Performance     | Lecture | Daily Participation Lecture or Daily Quiz |
| 14. fourteenth | 2 hours | Explaining the relationship between entrepreneurial marketing, social media, and technology   | relationship between entrepreneurial marketing, social media, and technology | Lecture | Daily Participation Lecture or Daily Quiz |
| 15. fifteenth  | 2 hours | <b>Final exam</b>                                                                             | Final exam                                                                   | Lecture | Daily Participation Lecture or Daily Quiz |

## 11. Course Evaluation and Grade Divisions

. The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc. Exam: 20, Attendance: 5, Assignments: 5, Reports: 10 End-of-term exam: 60

## 12. Learning and teaching resources

|                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Required textbooks (methodology if any) |                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Main References (Sources)               | <p>1-Tamimi, Muhammad Abdul Rahman, The Role of Entrepreneurial Marketing Dimensions in Enhancing Marketing Strategies: An Exploratory Study of the Opinions of a Sample of Department and Division Managers and Assistants in a Number of Banks in Zakho City, 2016.</p> <p>2. Al-Sirafi, Muhammad Abdul Wahab, Abdul Fattah, Issam Attia, &amp; Allam, Rehab Al-Sayed Al-Sayed. (2020). Entrepreneurship (Concept, Origins, and</p> |

Importance) - An Analytical Study. Journal of the College of Education in Arish.

3. Fakher, Ruwaida Tariq, (2013), The Impact of Adopting Entrepreneurial Marketing Processes on Achieving Strategic Creativity Capabilities, Master's Thesis, University of Karbala.

Saleh, Suleiman Sadiq, (2018), Measuring the Status of Entrepreneurial Marketing Processes in Small Business Organizations - An Exploratory Study in a Sample of Mineral Water Factories in the Kurdistan Region of Iraq. Karbala University Scientific Journal

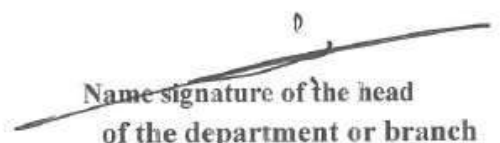
4. Al-Maalwani, Luay Ghaleb, (2020), The Impact of Entrepreneurial Marketing on the Competitive Advantage of Small and Medium Enterprises in the King Hussein Business Park, Master's Thesis, Middle East University.

5. Qader, Raed Mohammed Hassan, (2017), The Impact of the Relationship Between Strategic Leadership and Marketing Intelligence on Adopting Entrepreneurial Marketing Behaviors, Doctoral Dissertation, University of Mosul.

6. Al-Safi, Wissam Sami Ali, (2022), The Reality of Implementing Entrepreneurial Marketing and its Impact on the Performance of Small and Medium Enterprises in

|                                                                               |                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                               | <p>Palestine, Master's Thesis, Al-Quds University.</p> <p>7. Saren, M. and Elliott, R. (eds.) (2013) Contemporary Issues in Strategic Marketing. London: Routledge Various articles and research papers related to entrepreneurship and entrepreneurial marketing</p> |
| Recommended supporting books and references (scientific journals, reports...) |                                                                                                                                                                                                                                                                       |
| Electronic references, websites                                               |                                                                                                                                                                                                                                                                       |
| Curriculum update rate                                                        |                                                                                                                                                                                                                                                                       |

  
**Name and signature  
of the decision holder ;**  
 Mr.Omar Yaseen .Mohammed

  
**Name signature of the head  
of the department or branch**  
 Bashar Dhaker Saleh Al-Qoutji



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Course name and academic level</b>                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Fundamentals of the Internet                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>2. Course code</b>                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| AEMM18_M308                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>3. Semester/Year</b>                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 2025/2026                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>4. Description Preparation Date:</b>                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 1/2/2026                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>5. Available Attendance Forms:</b>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| In-person, Interactive Screen, CLASSROOM                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 3                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"><li>Name: Asst. Lecturer Hadeel Ahmed Khalaf      Email: <a href="mailto:hadeel.aldulaimi@uomosul.edu.iq">hadeel.aldulaimi@uomosul.edu.iq</a></li><li>Name: Maryam Eyad Yousif      Email: <a href="mailto:Maryam.ayad@uomosul.edu.iq">Maryam.ayad@uomosul.edu.iq</a></li></ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>8. Course objectives</b>                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Course objectives                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"><li>Understanding basic concepts: definition of the Internet, networks, communication protocols (e.g., TCP/IP), servers, clients, domain names, IP addresses.</li><li>Using browsers: navigating websites, using search engines (Google, Bing), saving bookmarks, managing tabs.</li><li>Information search: using keywords, filtering and sorting results, verifying credibility of information.</li><li>Email: creating an email account, writing emails, sending/receiving attachments, managing inbox.</li><li>Internet security: risks (fraud, viruses, cyberbullying), privacy protection, strong passwords, dealing with spam.</li><li>Social media: understanding usage, positive and negative impacts, responsible use (optional depending on age level).</li></ul> |

|  |                                                                                                                                                                   |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>Netiquette: following good online behavior, respecting others, avoiding sharing sensitive personal information.</li> </ul> |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 9. Teaching and learning strategies

|           |                                                                                                                                 |
|-----------|---------------------------------------------------------------------------------------------------------------------------------|
| Strategy: | Interactive lectures, presentations, practical exercises, group discussions, individual assignments, and the use of multimedia. |
|-----------|---------------------------------------------------------------------------------------------------------------------------------|

## 10. Course structure

| week | hours | Required Learning Outcomes                                                                       | Unit or subject name                            | Learning method               | Evaluation method       |
|------|-------|--------------------------------------------------------------------------------------------------|-------------------------------------------------|-------------------------------|-------------------------|
| 1    | 3     | Introduction to Internet networks and their development                                          | Internet networks and development               | Daily theoretical assignments | Exams and participation |
| 2    | 3     | Types of networks by connection method and modern developments in wired technologies and devices | Types of networks and modern wired technologies | Daily theoretical assignments | Exams and participation |
| 3    | 3     | Introduction to the Internet and its components                                                  | Internet and components                         | Daily theoretical assignments | Exams and participation |
| 4    | 3     | Internet connection methods, peer-to-peer networks, client-server model                          | Internet connection methods                     | Daily theoretical assignments | Exams and participation |
| 5    | 3     | Internet protocol, device addresses, browsers, information search, evaluating sources            | Internet protocol and browsers                  | Daily theoretical assignments | Exams and participation |
| 6    | 3     | Introduction to cloud computing                                                                  | Cloud computing                                 | Daily theoretical assignments | Exams and participation |

|    |   |                                                                                             |                                            |                               |                         |
|----|---|---------------------------------------------------------------------------------------------|--------------------------------------------|-------------------------------|-------------------------|
| 7  | 3 | Key Internet terms, Internet Explorer, differences in connections, opening/closing Internet | Internet terminology and Internet Explorer | Daily theoretical assignments | Exams and participation |
| 8  | 3 | First monthly exam                                                                          | Scientific reports and exam                | —                             | —                       |
| 9  | 3 | Using Internet Explorer interface, customizing toolbars                                     | Internet Explorer interface                | Daily theoretical assignments | Exams and participation |
| 10 | 3 | Email usage and account management                                                          | Email                                      | Daily theoretical assignments | Exams and participation |
| 11 | 3 | Internet law                                                                                | Internet law                               | Daily theoretical assignments | Exams and participation |
| 12 | 3 | Pros and cons of optimal Internet use                                                       | Pros and cons                              | Daily theoretical assignments | Exams and participation |
| 13 | 3 | Social, health, and psychological impacts of negative Internet use                          | Negative impacts                           | Daily theoretical assignments | Exams and participation |
| 14 | 3 | Fields of Internet use                                                                      | Internet applications                      | Daily theoretical assignments | Exams and participation |
| 15 |   | Second monthly exam                                                                         | Scientific reports and exam                | —                             | —                       |

## 11. Course Evaluation and Grade Divisions

Grades are distributed out of 100 based on student tasks such as daily preparation, daily/ oral/ monthly/ written exams, reports, etc.

## 12. Learning and teaching resources

|                                                                               |                                                                                             |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Required textbooks (methodology if any)                                       | Ministry of Higher Education and Scientific Research – Fundamentals of Computers (Part IV). |
| Main References (Sources)                                                     |                                                                                             |
| Recommended supporting books and references (scientific journals, reports...) | Recommended scientific journals, reports, educational websites, instructional videos.       |

|                                 |                       |
|---------------------------------|-----------------------|
| Electronic references, websites | Educational websites. |
| Curriculum update rate          |                       |

Name and signature  
of the decision holder

Bashar Dhaker Saleh Al-Qoutji



Name signature of the head  
of the department or branch

Asst. Lecturer Hadeel Ahmed Khalaf



Asst. Lecturer Maryam Eyad Yousif




**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

|                                                                                                                                                                                                               |  |                              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------|--|
| <b>1. Course name and academic level</b>                                                                                                                                                                      |  | <b>Marketing Information</b> |  |
| Systems/msters                                                                                                                                                                                                |  |                              |  |
| <b>2. Course code</b>                                                                                                                                                                                         |  | <b>AEMM25_f307</b>           |  |
|                                                                                                                                                                                                               |  |                              |  |
| <b>3. Semester/Year</b>                                                                                                                                                                                       |  | <b>quarterly</b>             |  |
|                                                                                                                                                                                                               |  |                              |  |
| <b>4. Description Preparation Date:</b>                                                                                                                                                                       |  | <b>2026/1/28</b>             |  |
|                                                                                                                                                                                                               |  |                              |  |
| <b>5. Available Attendance Forms:</b>                                                                                                                                                                         |  | <b>Hind Khader Ahmed</b>     |  |
|                                                                                                                                                                                                               |  |                              |  |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                                                                                                                            |  |                              |  |
|                                                                                                                                                                                                               |  |                              |  |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                                                                                                                    |  |                              |  |
| hend_79@uomosul.edu.iq                                                                                                                                                                                        |  |                              |  |
| <b>8. Course objectives</b>                                                                                                                                                                                   |  |                              |  |
| This course aims to introduce the student to the nature and concept of marketing information systems in the field of products, and how the student can determine the nature of marketing .information systems |  |                              |  |
| <b>9. Teaching and learning strategies</b>                                                                                                                                                                    |  |                              |  |
| A. Knowledge and Understanding                                                                                                                                                                                |  |                              |  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>A1. Basic concepts of marketing information systems</p> <p>A2. Familiarization with the subsystems of a marketing information system</p> <p>A3. The role of subsystems in achieving the organization's goals of survival and growth</p> <p>A range of teaching methods are employed to achieve this, including</p> <p>Cooperative learning, where students answer questions from the instructor and their peers</p> <p>Discussion .</p> <p>Daily assignments .3</p> |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

| 10. Course structure |       |                                                                  |                                                    |                 |                   |
|----------------------|-------|------------------------------------------------------------------|----------------------------------------------------|-----------------|-------------------|
| week                 | hours | Required Learning Outcomes                                       | Unit or subject name                               | Learning method | Evaluation method |
| 1                    | 3     | Understanding the concept of Marketing Information Systems (MIS) | the concept of Marketing Information Systems (MIS) | lecture         | Oral assessment   |
| 2                    | 3     | Understanding the objectives of MIS                              | the objectives of MIS                              | lecture         | Oral assessment   |
| 3                    | 3     | Recognizing the importance of MIS                                | importance of MIS                                  | lecture         | Oral assessment   |
| 4                    | 3     | Understanding the difference between MIS and local marketing     | the difference between MIS and local marketing     | lecture         | Oral assessment   |
| 5                    | 3     | Understanding the tools of MIS                                   | the tools of MIS                                   | lecture         | Oral assessment   |
| 6                    | 3     | Understanding the marketing environment                          | the marketing environment                          | lecture         | Oral assessment   |
| 7                    | 3     | Understanding the rationale for transitioning to MIS             | the rationale for transitioning to MIS             | lecture         | Oral assessment   |

|    |   |                                                                 |                                                   |         |                 |
|----|---|-----------------------------------------------------------------|---------------------------------------------------|---------|-----------------|
| 8  | 3 | Understanding the factors influencing MIS                       | the factors influencing MIS                       | lecture | Oral assessment |
| 9  | 3 | Understanding the mechanisms of MIS                             | the mechanisms of MIS                             | lecture | Oral assessment |
| 10 | 3 | Understanding the variables of the global marketing environment | the variables of the global marketing environment | lecture | Oral assessment |
| 11 | 3 | Understanding the intermediaries in MIS                         | the intermediaries in MIS                         | lecture | Oral assessment |
| 12 | 3 | Understanding the global marketing mix for goods                | the global marketing mix for goods                | lecture | Oral assessment |
| 13 | 3 | Understanding the challenges of MIS                             | the challenges of MIS                             | lecture | Oral assessment |
| 14 | 3 | Understanding the global marketing mix for goods                | the global marketing mix for goods                | lecture | Oral assessment |
| 15 |   | <b>End-of-course exam</b>                                       |                                                   |         |                 |

## 11. Course Evaluation and Grade Divisions

. The grade out of 100 is distributed according to 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)                                       |                                                                                                                                                             |
| Main References (Sources)                                                     |                                                                                                                                                             |
| Recommended supporting books and references (scientific journals, reports...) |                                                                                                                                                             |
| Electronic references, websites                                               | Sabine Bohnke, Moderniser son système d'information , Eyrolles, Paris 2010<br>Keneth London, Jane London , Management d'informations, pearson .des systèmes |

|                        |                                                                                                                                                                                                                                                                              |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | <p>éducation ,9ème édition, 2012 ; p13 Chantal Morley , Management d'un projet système d'information « principes techniques mise en œuvre et outils » , 6ème édition</p> <p>,Dunod,paris, 2012 ; P13 Hugues Angot ,système d'information de l'entreprise, de Boeck, 2010</p> |
| Curriculum update rate | %15                                                                                                                                                                                                                                                                          |

Name and signature  
of the decision holder

Hind Khader Ahmed

Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji



## Course Description Form

| 1. Course Name                                                                                                                |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------|----------|
| Marketing Knowledge Management                                                                                                |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 2. Course Code                                                                                                                |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| AEM26_F308                                                                                                                    |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 1. Semester/Year/                                                                                                             |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| Course 2 /Second semester / Undergraduate Studies (Third year) /2024-2025                                                     |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 2. Date this description was prepared:                                                                                        |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 26/12/ 2025                                                                                                                   |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 3. Available Attendance Formats:                                                                                              |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| Attendance in classrooms and via Google Meet. Other forms of attendance include online lectures in PowerPoint and PDF format. |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 4. Number of Study Hours (Total)/Number of Units (Total)                                                                      |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
|                                                                                                                               |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| 1. Name of the course supervisor (if more than one name is mentioned)                                                         |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| Name: Asst. Prof. Dr. Manal Al-Samak Email: manal_abdulgabar@uomosul.edu.iq                                                   |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| .1 Course Objectives                                                                                                          |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| The course objectives                                                                                                         |                          | introduce students to the scientific and fundamental principles of marketing knowledge management, marketers' skills in crisis management, and identifying marketing problems and their causes, with the goal of supporting business organizations in general and marketing particular, and enhancing their competitive position. Students will also acquire the knowledge and skills to identify its patterns and methods of application in organizations in general and marketing in particular. |                                               |       |          |
| Teaching and learning strategies                                                                                              |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| In-person and online lectures via Google Classroom                                                                            |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       | Strategy |
| Course structure                                                                                                              |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |       |          |
| Evaluation Method                                                                                                             | Learning Method          | Outcomes Unit or Topic Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Required Learning                             | Hours | Week     |
| Exams and participations                                                                                                      | Daily theoretical duties | Introduction to Knowledge Management                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Explaining the concept of knowledge           | 2     | First    |
| Exams and participations                                                                                                      | Daily theoretical duties | Knowledge Management Models                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | What are knowledge management models          | 2     | Second   |
| Exams and participations                                                                                                      | Daily theoretical duties | The Concept of Marketing Knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Explaining the concept of marketing knowledge | 2     | Third    |

|                          |                          |                                                                                         |                                                                                          |   |            |
|--------------------------|--------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---|------------|
| Exams and participations | Daily theoretical duties | Benefits of Marketing Knowledge and Opportunities for its Application                   | What are the benefits of marketing knowledge                                             | 2 | Fourth     |
| Exams and participations | Daily theoretical duties | Marketing Knowledge Patterns                                                            | Explaining the types of marketing knowledge                                              | 2 | Fifth      |
| Exams and participations | Daily theoretical duties | Main and Sub-Dimensions of Marketing Knowledge Management                               | What are the dimensions of marketing knowledge                                           | 2 | Sixth      |
| Exams and participations | Daily theoretical duties | Factors Influencing the Use of Marketing Knowledge                                      | Factors affecting marketing knowledge                                                    | 2 | Seventh    |
| Exams and participations | Daily theoretical duties | The Concept of Marketing Knowledge Management and its Strategies                        | Knowledge management strategies                                                          | 2 | Eighth     |
| Exams and participations | Daily theoretical duties | Components and Dimensions of Marketing Knowledge Management                             | Components of knowledge management                                                       | 2 | Ninth      |
| Exams and participations | Daily theoretical duties | Marketing Knowledge Management Processes                                                | Knowledge management processes                                                           | 2 | Tenth      |
| Exams and participations | Daily theoretical duties | The Interrelationship between Information Technology and Marketing Knowledge Management | Explaining the interrelationship between information technology and knowledge management | 2 | Eleventh   |
| Exams and participations | Daily theoretical duties | The Role of the Marketing Information System in Marketing Knowledge Management          | What is the role of the marketing information system in supporting knowledge management  | 2 | Twelfth    |
| Exams and participations | Daily theoretical duties |                                                                                         | What is strategic knowledge                                                              | 2 | Thirteenth |
| Exams and participations | Daily theoretical duties | Designing a Marketing Knowledge Management Strategy                                     | How to analyze the knowledge gap                                                         | 2 | Fourteenth |
|                          |                          | Knowledge Gap Analysis                                                                  |                                                                                          | 2 | Fifteenth  |

#### Course Evaluation

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

#### Learning and Teaching Resources

|                                                                                  | Required textbooks (methodology, if available)                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Main references (sources)                                                        | Marketing Knowledge: An Introduction to Marketing Crisis Management / Walaa Al-Din Al-Nouri. Knowledge Management as an Introduction to Strengthening the Competitive Capabilities Economic Institutions / Bourkaoua Abdelmalek / Master's Thesis |
| Recommended supporting books and references (scientific journals, reports, etc.) |                                                                                                                                                                                                                                                   |

|                                 |     |
|---------------------------------|-----|
| Electronic references, websites |     |
| Curriculum update rate          | 12% |

Name and signature of the head of of the  
department or branch

Dr. Bashar Thaker Al-Qoutji

الاستاذ المساعد الدكتور  
بشار ذاكتر التوجي

Name and signature of the course instructor

Dr. Manal Abdul Jabbar Al-Sammak



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

|                                                                                                                        |                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Course name and academic level</b>                                                                               |                                                                                                                                                                                                                                    |
| Marketing Organizations Management                                                                                     |                                                                                                                                                                                                                                    |
| <b>2. Course code</b>                                                                                                  |                                                                                                                                                                                                                                    |
| AEMM23-F309                                                                                                            |                                                                                                                                                                                                                                    |
| <b>3. Semester/Year</b>                                                                                                |                                                                                                                                                                                                                                    |
| 2026–2025                                                                                                              |                                                                                                                                                                                                                                    |
| <b>4. Description Preparation Date:</b>                                                                                |                                                                                                                                                                                                                                    |
| 01-02-2026                                                                                                             |                                                                                                                                                                                                                                    |
| <b>5. Available Attendance Forms:</b>                                                                                  |                                                                                                                                                                                                                                    |
| Weekly in-person                                                                                                       |                                                                                                                                                                                                                                    |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                                     |                                                                                                                                                                                                                                    |
| 2 hours                                                                                                                |                                                                                                                                                                                                                                    |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                             |                                                                                                                                                                                                                                    |
| Name: Lecturer Maryam Iyad Yousif<br>Email: <a href="mailto:Maryam.ayad@uomosul.edu.iq">Maryam.ayad@uomosul.edu.iq</a> |                                                                                                                                                                                                                                    |
| <b>8. Course objectives</b>                                                                                            |                                                                                                                                                                                                                                    |
| Course objectives                                                                                                      | Introduce students to the administrative skills required for managing marketing organizations, understanding marketing requirements, and the efforts made to ensure the survival and growth of .organizations in turbulent markets |
| <b>9. Teaching and learning strategies</b>                                                                             |                                                                                                                                                                                                                                    |
| Strategy:                                                                                                              | Enable students to build scientific, philosophical, and practical skills for managing marketing organizations in a turbulent .environment                                                                                          |
| <b>10. Course structure</b>                                                                                            |                                                                                                                                                                                                                                    |

| Week |   |                         | hours                                                              | Required Learning Outcomes | Unit or subject name                           | Learning method                                     | Evaluation method |
|------|---|-------------------------|--------------------------------------------------------------------|----------------------------|------------------------------------------------|-----------------------------------------------------|-------------------|
| 1    | 2 | Theoretical & Practical | Introduction to Marketing Organizations Management                 |                            | Lecture, Discussion, Presentation, Description | Written Exam + Participation + Reports + Attendance |                   |
| 2    | 2 | Theoretical & Practical | Marketing in Hospitals                                             |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 3    | 2 | Theoretical & Practical | Pricing of Pharmaceutical Products                                 |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 4    | 2 | Theoretical & Practical | Health & Pharmaceutical Marketing Environment and Strategies       |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 5    | 2 | Theoretical & Practical | Banking Marketing                                                  |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 6    | 2 | Theoretical & Practical | Tasks & Duties of Marketing Management in Banks                    |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 7    | 2 | Theoretical & Practical | Banking Environment and Strategies                                 |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 8    | 2 | Theoretical & Practical | Banking Pricing Methods and Mechanisms                             |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 9    | 2 | Theoretical & Practical | Introduction to Insurance Companies and Their Marketing Activities |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 10   | 2 | Theoretical & Practical | Mechanisms of Marketing Insurance Products                         |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 11   | 2 | Theoretical & Practical | Marketing Management in Banks                                      |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 12   | 2 | Theoretical & Practical | Digital Marketing                                                  |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 13   | 2 | Theoretical & Practical | Impact of Smart Organizations on the Marketing Environment         |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |
| 14   | 2 | Theoretical & Practical | Final Exam                                                         |                            | Lecture, Discussion, Presentation, Description | —                                                   |                   |

## 11. Course Evaluation and Grade Divisions

. Grades are distributed out of 100 based on tasks assigned to students such as daily preparation, oral and written exams, reports, etc

Attendance: 10 marks

Participation: 5 marks

Reports: 5 marks

Midterm Exam: 20 marks

Final Exam: 60 marks

## 12. Learning and teaching resources

|                                                                               |                                           |
|-------------------------------------------------------------------------------|-------------------------------------------|
| Required textbooks (methodology if any)                                       | None                                      |
| Main References (Sources)                                                     | Theses and dissertations available online |
| Recommended supporting books and references (scientific journals, reports...) | Case studies and reports                  |
| Electronic references, websites                                               | Internet websites                         |
| Curriculum update rate                                                        | %15                                       |

Name and signature  
of the decision holder

Lecturer Maryam Iyad Yousif

Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

|                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Course name and academic level</b>                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Marketing Quality Management / stage 3                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>2. Course code</b>                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| AEMM25_F310                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>3. Semester/Year</b>                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2025/2026 / Course 2                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>4. Description Preparation Date:</b>                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 1/2/2026                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>5. Available Attendance Forms:</b>                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Attendance, interactive Screen, CLASS ROOM                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 4                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Name: Assistant Lecturer .Hadeel Ahmed Khalaf<br>Gmail: <a href="mailto:hadeel.aldulaimi@uomosul.edu.iq">hadeel.aldulaimi@uomosul.edu.iq</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>8. Course objectives</b>                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Course objectives                                                                                                                            | <ul style="list-style-type: none"><li>-Understand the concept of Marketing Quality Management and its significance in contemporary organizations.</li><li>-Recognize the principles and dimensions of quality and their role in achieving customer satisfaction.</li><li>-Analyze the relationship between quality, marketing performance, and competitive advantage.</li><li>-Examine the role of Total Quality Management (TQM) in enhancing marketing activities.</li><li>-Develop students' ability to measure and evaluate the quality of products and services.</li><li>-Identify quality standards and specifications and their impact on marketing decisions.</li><li>-Enhance students' skills in applying continuous improvement concepts within the marketing context.</li></ul> |

## 9. Teaching and learning strategies

|           |                                                                                                                                                                                                                                                             |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Strategy: | Enable students to understand marketing mix strategies, train them to develop a marketing plan for product marketing, identify different types of markets, and understand the concept of product positioning (brand positioning) in the minds of consumers. |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 10. Course structure

| week | Hours        | Required Learning Outcomes                                                    | Unit or subject name                                     | Learning method                   | Evaluation method                  |
|------|--------------|-------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|------------------------------------|
| 1    | 4            | Concept of Marketing Quality Management                                       | Marketing Quality Management: (Origin and Definition)    | Daily and Theoretical Assignments | Exams, and Participation           |
| 2    | 4            | Understanding the Characteristics of Marketing Quality Management             | Characteristics of Marketing Quality Management          | Daily and Theoretical Assignments | Exams, and Participation           |
| 3    | 4            | Understanding the Dimensions of Marketing Quality Management                  | Dimensions of Marketing Quality Management               | Daily and Theoretical Assignments | Exams, and Participation           |
| 4    | 4            | Understanding Marketing Quality Management in Educational Institutions        | Marketing Quality Management in Educational Institutions | Daily and Theoretical Assignments | Exams, and Participation           |
| 5    | 4            | Objectives, and Characteristics of Marketing Quality Management in the Sector | Marketing Quality Management in the Sector               | Daily and Theoretical Assignments | Exams, and Participation           |
| 6    | 4            | Understanding Marketing Quality Management in the Banking                     | Marketing Quality Management in the Banking              | Daily and Theoretical Assignments | Exams, and Participation           |
| 7    | 4            | Objectives, and Characteristics of Marketing Quality Management in the Sector | Marketing Quality Management in the Sector               | Daily and Theoretical Assignments | Exams, and Participation           |
| 8    | Monthly Exam |                                                                               |                                                          |                                   | Scientific Reports, and Final Exam |

|    |                     |                                                                                  |                                                            |                                   |                                    |
|----|---------------------|----------------------------------------------------------------------------------|------------------------------------------------------------|-----------------------------------|------------------------------------|
| 9  | 4                   | Understanding Marketing Quality Management Healthcare Institutions               | Marketing Quality Management Healthcare Institutions       | Daily and Theoretical Assignments | Exams, and Participation           |
| 10 | 4                   | Objectives, and Characteristics of Marketing Quality Management in the Sector    | Marketing Quality Management in the Sector                 | Daily and Theoretical Assignments | Exams, and Participation           |
| 11 | 4                   | Understanding Marketing Quality Management Tourism Institutions                  | Marketing Quality Management Tourism Institutions          | Daily and Theoretical Assignments | Exams, and Participation           |
| 12 | 4                   | Understanding Models of Marketing Quality Management                             | Models of Marketing Quality Management                     | Daily and Theoretical Assignments | Exams, and Participation           |
| 13 | 4                   | Understanding Strategies of Marketing Quality Management                         | Strategies of Marketing Quality Management                 | Daily and Theoretical Assignments | Exams, and Participation           |
| 14 | 4                   | Understanding Assurance Quality Management,                                      | Assurance Quality Management,                              | Daily and Theoretical Assignments | Exams, and Participation           |
| 15 | 4                   | Understanding the Strategies and Characteristics of Assurance Quality Management | Strategies Characteristics of Assurance Quality Management | Daily and Theoretical Assignments | Exams, and Participation           |
| 16 | <b>Monthly Exam</b> |                                                                                  |                                                            |                                   | Scientific Reports, and Final Exam |

## 11. Course Evaluation and Grade Divisions

. Grade distribution out of 100 based on the tasks assigned to the student, such as daily preparation, daily exams, oral and monthly exams, written exams, reports, etc.

## 12. Learning and teaching resources

|                                         |                             |
|-----------------------------------------|-----------------------------|
| Required textbooks (methodology if any) | There is no formal syllabus |
|-----------------------------------------|-----------------------------|

|                                                                               |                                                        |
|-------------------------------------------------------------------------------|--------------------------------------------------------|
| Main References (Sources)                                                     | Researches in Marketing Quality Management (2020-2025) |
| Recommended supporting books and references (scientific journals, reports...) | No                                                     |
| Electronic references, websites                                               | <a href="http://www.amazon.com">www.amazon.com</a>     |
| Curriculum update rate                                                        | 20%                                                    |

Name and signature  
of the decision holder

  
Bashar Thaker Saleh

Name signature of the head  
of the department or branch

Prof. Dr. Munther Khuder Yaqoob

Assistant Lec. Hadeel Ahmed Khalaf



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

| <b>1. Course name and academic level:</b>                                                                         |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
|-------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------|---------------------|
| Negotiation Management / Phase Three                                                                              |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>2. Course code:</b>                                                                                            |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| AEMM18_F311                                                                                                       |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>3. Semester/Year :second semester / 2025-2026</b>                                                              |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| second semester / 2025-2026                                                                                       |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>4. Description Preparation Date:</b>                                                                           |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| 29/1/2026                                                                                                         |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>5. Available Attendance Forms:</b>                                                                             |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| Attendance                                                                                                        |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>6. Number of Credit Hours (Total) / Number of Units</b>                                                        |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| (Total):30 hours /2 units                                                                                         |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                        |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| Mr . OMAR YASEEN MOHAMMED      EMAIL : <a href="mailto:omar.yaseen@uomosul.edu.iq">omar.yaseen@uomosul.edu.iq</a> |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| <b>8. Course objectives</b>                                                                                       |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| Course objectives                                                                                                 |         | The Negotiation Management course aims1. to transform students from those with conventional thinking into skilled negotiators capable of achieving gains with minimal losses. 2. To equip students with knowledge of negotiation management. 3. To develop students' negotiation skills. |                            |                 |                     |
| <b>9. Teaching and learning strategies</b>                                                                        |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| Strategy:                                                                                                         |         | Lectures - Presentations - Homework - Discussions - Daily quizzes - Thinking questions                                                                                                                                                                                                   |                            |                 |                     |
| <b>10. Course structure</b>                                                                                       |         |                                                                                                                                                                                                                                                                                          |                            |                 |                     |
| week                                                                                                              | hours   | Required Learning Outcomes                                                                                                                                                                                                                                                               | Unit or subject name       | Learning method | Evaluation method   |
| 1 first week                                                                                                      | 2 hours | Understanding the concept of                                                                                                                                                                                                                                                             | the concept of negotiation | Lecture         | Daily Participation |

|                   |         |                                                                     |                                                |         |                                           |
|-------------------|---------|---------------------------------------------------------------------|------------------------------------------------|---------|-------------------------------------------|
|                   |         | negotiation management                                              |                                                |         | Lecture or Daily Quiz                     |
| 2. second week    | 2 hours | Clarifying the need for negotiation                                 | the need for negotiation                       | Lecture | Daily Participation Lecture or Daily Quiz |
| 3 . third week    | 2 hours | Identifying the most important elements of negotiation              | elements of negotiation.                       | Lecture | Daily Participation Lecture or Daily Quiz |
| 4.fourth week     | 2 hours | Understanding the conditions of negotiation                         | conditions of negotiation                      | Lecture | Daily Participation Lecture or Daily Quiz |
| 5.fivth week      | 2 hours | Understanding the types of negotiation                              | types of negotiation                           | Lecture | Daily Participation Lecture or Daily Quiz |
| 6.sixth week      | 2 hours | Explaining the negotiation planning                                 | negotiation planning                           | Lecture | Daily Participation Lecture or Daily Quiz |
| 7. seventh week   | 2 hours | Identifying the main Identifying the main objectives of negotiation | Identifying the main objectives of negotiation | Lecture | Daily Participation Lecture or Daily Quiz |
| 8. eighth week    | 2 hours | Exam mid term                                                       |                                                |         |                                           |
| 9. ninth week     | 2 hours | Clarifying the weakness of the negotiating position                 | weakness of the negotiating position           | Lecture | Daily Participation Lecture or Daily Quiz |
| 10. tenth week    | 2 hours | Explaining the impasse in negotiations                              | impasse in negotiations                        | Lecture | Daily Participation Lecture or Daily Quiz |
| 11. eleventh week | 2 hours | Identifying the most important negotiation techniques               | important negotiation techniques               | Lecture | Daily Participation Lecture or Daily Quiz |
| 12. twelfth       | 2 hours | Explaining negotiation strategies                                   | negotiation strategies                         | Lecture | Daily Participation Lecture or Daily Quiz |
| 13. thirteenth    | 2 hours | Clarifying negotiation policies                                     | negotiation policies                           | Lecture | Daily Participation Lecture or Daily Quiz |
| 14. fourteenth    | 2 hours | Explaining negotiation tactics                                      | negotiation tactics                            | Lecture | Daily Participation Lecture or Daily Quiz |

|               |         |            |            |         |                                           |
|---------------|---------|------------|------------|---------|-------------------------------------------|
| 15. fifteenth | 2 hours | Final exam | Final exam | Lecture | Daily Participation Lecture or Daily Quiz |
|---------------|---------|------------|------------|---------|-------------------------------------------|

## 11. Course Evaluation and Grade Divisions

. The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc. Exam: 20, Attendance: 5, Assignments: 5, Reports: 10 End-of-term exam: 60

## 12. Learning and teaching resources

|                                                                               |                                                         |
|-------------------------------------------------------------------------------|---------------------------------------------------------|
| Required textbooks (methodology if any)                                       |                                                         |
| Main References (Sources)                                                     | 1- Principles of Negotiation, Dr. Muhammad Qadri Hassan |
| Recommended supporting books and references (scientific journals, reports...) |                                                         |
| Electronic references, websites                                               |                                                         |
| Curriculum update rate                                                        |                                                         |

  
Name and signature  
of the decision holder ;  
Mr.Omar Yaseen .Mohammed

  
Name signature of the head  
of the department or branch  
Bashar Dhaker Saleh Al-Qoutji



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

| <b>1. Course name and academic level</b>                                   |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
|----------------------------------------------------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------------------------------------|--------------------------|
| Statistical Applications in Marketing / Third Stage                        |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>2. Course code</b>                                                      |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| AEMM25_F312                                                                |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>3. Semester/Year</b>                                                    |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| 2025-2026                                                                  |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>4. Description Preparation Date:</b>                                    |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| 1/2/2026                                                                   |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>5. Available Attendance Forms:</b>                                      |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| immanence                                                                  |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>         |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| 2                                                                          |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>7. Course administrator's name (mention all, if more than one name)</b> |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| Name: Ali saad aeid<br>ali.aed@uomosul.edu.iq                              |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>8. Course objectives</b>                                                |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| Course objectives                                                          |       | Introducing the student to the concepts of statistical analysis and how to conduct paper and electronic questionnaires, enabling him to calculate frequencies and percentages, and learning about the concepts of central tendency and parametric and non-parametric tests. |                      |                                                    |                          |
| <b>9. Teaching and learning strategies</b>                                 |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| Strategy:                                                                  |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| <b>10. Course structure</b>                                                |       |                                                                                                                                                                                                                                                                             |                      |                                                    |                          |
| week                                                                       | hours | Required Learning Outcomes                                                                                                                                                                                                                                                  | Unit or subject name | Learning method                                    | Evaluation method        |
| 1                                                                          | 2     | How to conduct a survey                                                                                                                                                                                                                                                     | questionnaire        | Practical and theoretical lectures and assignments | Exams and participations |

|    |   |                                                    |                                     |                                                    |                          |
|----|---|----------------------------------------------------|-------------------------------------|----------------------------------------------------|--------------------------|
| 2  | 2 | Get to know the program                            | Program OverviewSPSS                | Practical and theoretical lectures and assignments | Exams and participations |
| 3  | 2 | How to deal with program variables                 | Defining variables                  | Practical and theoretical lectures and assignments | Exams and participations |
| 4  | 2 | Identify missing values                            | missing values                      | Practical and theoretical lectures and assignments | Exams and participations |
| 5  | 2 | How to analyze a questionnaire                     | Questionnaire analysis              | Practical and theoretical lectures and assignments | Exams and participations |
| 6  | 2 | Data analysis and how to organize it               | Identifying data                    | Practical and theoretical lectures and assignments | Exams and participations |
| 7  | 2 | How to deal with outliers and missing values       | Outliers and missing values         | Practical and theoretical lectures and assignments | Exams and participations |
| 8  | 2 | Learn about descriptive statistics                 | Descriptive statistics              | Practical and theoretical lectures and assignments | Exams and participations |
| 9  | 2 | Working with charts                                | Charts                              | Practical and theoretical lectures and assignments | Exams and participations |
| 10 | 2 | Finding correlations between the studied variables | Correlation coefficients            | Practical and theoretical lectures and assignments | Exams and participations |
| 11 | 2 | Forming equations with the resulting relationships | Regression coefficients             | Practical and theoretical lectures and assignments | Exams and participations |
| 12 | 2 | Dealing with diagrams and their evidence           | Charts                              | Practical and theoretical lectures and assignments | Exams and participations |
| 13 | 2 | What are parametric and non-parametric tests?      | Parametric and non-parametric tests | Practical and theoretical lectures and assignments | Exams and participations |

|    |   |                                          |                         |                                                    |                          |
|----|---|------------------------------------------|-------------------------|----------------------------------------------------|--------------------------|
| 14 | 2 | Dealing with diagrams and their evidence | Regression coefficients | Practical and theoretical lectures and assignments | Exams and participations |
| 15 | 2 |                                          | midterm exam            |                                                    |                          |

### 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)                                       |                                                                                                                        |
| Main References (Sources)                                                     | - Statistical analysis of questionnaires using the program IBM SPSS Statistics<br>Ghaith Al-Bahr and Dr. Maan Al-Tanji |
| Recommended supporting books and references (scientific journals, reports...) |                                                                                                                        |
| Electronic references, websites                                               |                                                                                                                        |
| Curriculum update rate                                                        | 13 %                                                                                                                   |



Name and signature  
of the decision holder

Ali Saad Acid



Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji



## Course Description Form

Economics Administration and :College

University: Mosul

Department or Branch: Marketing Management

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Course name and academic level</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Scientific Research Methods / Third Stage / Morning and Evening Study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>2. Course code</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| AEMM23_F313                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>3. Semester/Year (Second Semester/Third Year)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2025-2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>4. Date this description was prepared</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 1/2/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>5. Available forms of attendance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Student attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>6. Number of study hours (total) / Number of units (total)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>7. Name of the course supervisor (if more than one name is mentioned) and academic title.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Name: Assistant Professor Dr. Mohammad Mahmood Hamed Al-Mulla Hasan<br><br>Email :Mohamed_almola@uomosul.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>8. Course objectives</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| This course aims to teach the student how to write a graduation research in the correct scientific manner, starting from defining the research problem and ending with how to write conclusions and proposals, as well as teaching the student the correct methods for identifying marketing problems and how to solve them through scientific research.                                                                                                                                                                                                                                                                                                                                                          |
| <b>9. Teaching and learning strategies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| The teaching and learning strategies in the Scientific Research Methods course rely on a combination of theoretical and applied approaches. Interactive lectures are used to explain basic concepts related to scientific research, its types, and methods, along with project-based learning, in which students are tasked with preparing a comprehensive research plan to apply their learning practically. Collaborative learning is also employed through discussing research papers in small groups, in addition to analyzing real-life case studies to deepen methodological understanding. Strategies also include student presentations that enhance presentation and critique skills, the use of digital |

resources to support self-learning, and the integration of short classroom activities to apply concepts immediately. Individual and group mentoring is also provided to guide students through the stages of preparing their research.

## 10. Course structure

| Evaluation method | Learning method                | Name of unit or topic                                            | Required learning outcomes | watches | week |
|-------------------|--------------------------------|------------------------------------------------------------------|----------------------------|---------|------|
| Daily questions   | Presentation and participation | The concept of science and knowledge and its types               | TheoryAnd the field        | 2       | 1    |
| Daily questions   | Presentation and participation | The concept of scientific research and its types                 | TheoryAnd the field        | 2       | 2    |
| Daily questions   | Presentation and participation | Steps of scientific research (defining the research problem)     | TheoryAnd the field        | 2       | 3    |
| Daily questions   | Presentation and participation | Formulating the research hypothesis and its types                | TheoryAnd the field        | 2       | 4    |
| Daily questions   | Presentation and participation | Appropriate curricula for administrative and accounting sciences | TheoryAnd the field        | 2       | 5    |
| Daily questions   | Presentation and participation | Data collection and its methods                                  | TheoryAnd the field        | 2       | 6    |
| Daily questions   | Presentation and participation | Personal, viewing and phone                                      | TheoryAnd the field        | 2       | 7    |
| Daily questions   | Presentation and participation | Survey form                                                      | TheoryAnd the field        | 2       | 8    |
| Daily questions   | Presentation and participation | Statistical population and sample                                | TheoryAnd the field        | 2       | 9    |
| Daily questions   | Presentation and participation | Sample selection steps                                           | TheoryAnd the field        | 2       | 10   |
| Daily questions   | Presentation and participation | Organizing the title page of the research                        | TheoryAnd the field        | 2       | 11   |
| Daily questions   | Presentation and participation | Methods for installing margins                                   | TheoryAnd the field        | 2       | 12   |
| Daily questions   | Presentation and participation | Preparing a list of sources                                      | TheoryAnd the field        | 2       | 13   |
| Daily questions   | Presentation and participation | Electronic questionnaire form                                    | TheoryAnd the field        | 2       | 14   |
| Model answer      | Questions                      | Midterm exam                                                     | Quarterly evaluation       | 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

|                                                                                                        |                                                                               |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|                                                                                                        | Required textbooks (methodology if any)                                       |
| Fundamentals of Scientific Research in the Humanities (Economics, Management, Accounting, and Finance) | 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**

Assistant Professor Dr. Mohammad

Mahmood Hamed Al-Mulla Hasan

**Name and signature of the head of the department or branch**

الأستاذ المساعد الدكتور  
بشار أحمد التويج

د. محمد هادي  
م. ٢٠٢٤



## Course Description Form

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

|                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------|------------------------|--------------------------|
| <b>1. Course Name:</b>                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| Marketing Research: Third stage                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>2. Course Code:</b>                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>AEMM 25-M204</b>                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>3. Semester / Year:</b>                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| 2025-2026                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>4. Description Preparation Date:</b>                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| 5-5-2025                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>5. Available Attendance Forms:</b>                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| Weekly attendance                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| 3 hours                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>7. Course administrator's name (mention all, if more than one name)</b>                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| Name: Dr.Younis Ahmed Khaleel<br>Email: <a href="mailto:yonis_alnuamy@uomosul.edu.iq">yonis_alnuamy@uomosul.edu.iq</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>8. Course Objectives</b>                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>Course Objectives</b>                                                                                               | Introduce the student to the basic scientific principles of marketing research and the skills of identifying marketing issues and their causes with the aim of identifying possible alternatives for solution and familiarity with formulating hypotheses, preparing questionnaires, measurement and analysis methods, and writing the final report to make marketing decisions in light of the recommendations and results obtained from the marketing research. |                                                |                                    |                        |                          |
| <b>9. Teaching and Learning Strategies</b>                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>Strategy</b>                                                                                                        | Introduce the student to the basic scientific principles of marketing research and the skills of identifying marketing issues and their causes in order to identify possible alternatives for solution.                                                                                                                                                                                                                                                           |                                                |                                    |                        |                          |
| <b>10. Course Structure</b>                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |                                    |                        |                          |
| <b>Week</b>                                                                                                            | <b>Hours</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Required Learning Outcomes</b>              | <b>Unit or subject name</b>        | <b>Learning method</b> | <b>Evaluation method</b> |
| 1                                                                                                                      | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Lecture, Discussion, Presentation, Description | Introduction to Marketing Research |                        |                          |

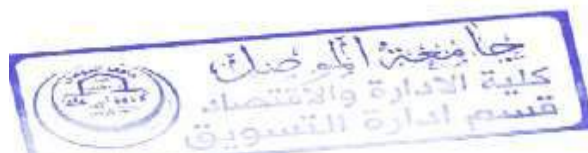
|    |   |                                                  |                                                                                                    |  |  |
|----|---|--------------------------------------------------|----------------------------------------------------------------------------------------------------|--|--|
|    |   |                                                  |                                                                                                    |  |  |
| 2  | 3 | Lecture,Discussion,<br>Presentation, Description | Organizing<br>Marketing Research                                                                   |  |  |
| 3  | 3 | Lecture,Discussion,<br>Presentation, Description | Marketing<br>research environment                                                                  |  |  |
| 4  | 3 | Lecture,Discussion,<br>Presentation, Description | Preparing a<br>Questionnaire.                                                                      |  |  |
| 5  | 3 | Lecture,Discussion,<br>Presentation, Description | Types of samples<br>marketing research                                                             |  |  |
| 6  | 3 | Lecture,Discussion,<br>Presentation, Description | Methods and techniques<br>determining sample size                                                  |  |  |
| 7  | 3 | Lecture,Discussion,<br>Presentation, Description | Analyzing, reviewing<br>and interpreting market<br>data                                            |  |  |
| 8  | 3 | Lecture,Discussion,<br>Presentation, Description | Preparing<br>marketing research                                                                    |  |  |
| 9  | 3 | Lecture,Discussion,<br>Presentation, Description | Reviewing the<br>data collected<br>from marketing<br>research                                      |  |  |
| 10 | 3 | Lecture,Discussion,<br>Presentation, Description | Preparing and<br>presenting the final<br>report                                                    |  |  |
| 11 | 3 | Lecture,Discussion,<br>Presentation, Description | Skills required<br>marketing research                                                              |  |  |
| 12 | 2 | Lecture,Discussion,<br>Presentation, Description | The impact<br>questionnaire validity<br>and reliability on the<br>final results of the<br>research |  |  |
| 13 | 2 | Lecture,Discussion,<br>Presentation, Description | Analyze marketing data                                                                             |  |  |
| 14 | 3 | Lecture,Discussion,<br>Presentation, Description | Authorities responsible<br>For international<br>marketing                                          |  |  |
| 15 | 3 | Course exam                                      |                                                                                                    |  |  |

#### 11. Course Evaluation

Student attendance 10 points + student participation 5 points + reports 5 points + exam 20 points + end-of-course exam 60 points.

#### 12. Learning and Teaching Resources

|                                                                    |                                           |
|--------------------------------------------------------------------|-------------------------------------------|
| Required textbooks (curricular books, if any)                      | there is no                               |
| Main references (sources)                                          | Theses and dissertations available online |
| Recommended books and references (scientific journals, reports...) | Case studies and related reports          |
| Electronic References, Websites                                    | Websites                                  |
| Curriculum Modernization Rate                                      | 13.3%                                     |



Name and signature of the course author

Name and signature of the head of department or branch

Dr. Manal Abdul Jabbar Al- Sammak , Dr. Younis Ahmed Al-Nuaimi

A.M.D. Bashar Remember The Goth

## 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.

AEMM23\_F410

### 3. semester/year

2025/2026

### 4. Date this description was prepared

2025/9/1

### 5. Available attendance forms

My presence and my interaction

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

Three hours

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

Assistant Professor Mohammed Ahmed Mahmoud Al-Hamami + Lecturer Saif

Khaled Zakaria Email:

[mohamed\\_alhamamy@uomosul.edu.iq](mailto:mohamed_alhamamy@uomosul.edu.iq)

### 8. Course objectives

Course objectives

This course aims to introduce the concepts of customer relationship management and how organizations deal with the modern trend of acquiring and retaining customers, meeting their needs and desires, taking their suggestions into consideration, and addressing their problems regarding product use and post-use.

### 9. Teaching and learning strategies

Strategy:

1. Providing simplified and structured theoretical lectures.

|  |                                                                                                                                                                                                                                                                                                                                                                                                  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>2. Analyzing real-life case studies to apply concepts.</p> <p>3. Practical training on customer relationship management tools such as Google Ads.</p> <p>4. Encouraging interactive learning through discussions and group activities.</p> <p>5. Assigning students practical projects and presentations.</p> <p>6. Conducting short tests and periodic assignments to enhance follow-up.</p> |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

#### Course structure .10

| <b>Evaluation method</b>                    | <b>Learning method</b> | <b>Name of unit or topic</b>                                             | <b>Required learning outcomes</b> | <b>watches</b> | <b>Week</b> |
|---------------------------------------------|------------------------|--------------------------------------------------------------------------|-----------------------------------|----------------|-------------|
| Oral questions, daily exams, and discussion | theoretical            | <b>The origin and development of the concept and advantages of CRM</b>   | knowledge                         | 3              | 1           |
| Oral questions, daily exams, and discussion | theoretical            | <b>Components of a CRM system and justifications for implementing it</b> | knowledge                         | 3              | 2           |
| Oral questions, daily exams, and discussion | theoretical            | <b>CRM model and its application requirements</b>                        | knowledge                         | 3              | 3           |
| Oral questions, daily exams, and discussion | theoretical            | <b>CRM model, steps and obstacles to its implementation</b>              | knowledge                         | 3              | 4           |
| Oral questions, daily exams, and discussion | theoretical            | <b>Customer Loyalty Building Requirements</b>                            | knowledge                         | 3              | 5           |
| Oral questions, daily exams, and discussion | theoretical            | <b>Inbound Marketing and Customer Service</b>                            | knowledge                         | 3              | 6           |
| Oral questions, daily exams, and discussion | theoretical            | <b>Technical architecture of CRM</b>                                     | knowledge                         | 3              | 7           |

|                                             |             |                                                                               |           |   |    |
|---------------------------------------------|-------------|-------------------------------------------------------------------------------|-----------|---|----|
| Oral questions, daily exams, and discussion | theoretical | Using a data warehouse to support CRM and integrated storage of customer data | knowledge | 3 | 8  |
| Oral questions, daily exams, and discussion | Theoretical | Data warehouse analytical capabilities and technologies                       | knowledge | 3 | 9  |
| Oral questions, daily exams, and discussion | Theoretical | Using a data warehouse in CRM                                                 | knowledge | 3 | 10 |
| Oral questions, daily exams, and discussion | theoretical | E-CRM Strategies                                                              | knowledge | 3 | 11 |
| Oral questions, daily exams, and discussion | theoretical | E-CRM tools                                                                   | knowledge | 3 | 12 |
| Oral questions, daily exams, and discussion | theoretical | E-CRM implementation methods                                                  | knowledge | 3 | 13 |
| Oral questions, daily exams, and discussion | theoretical | E-CRM IT Support                                                              | knowledge | 3 | 14 |
|                                             |             | Exam                                                                          |           | 3 | 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

|                                                                                      |                                                                               |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|                                                                                      | Required textbooks (methodology if any)                                       |
| Main sources: Theses and modern scientific books on customer relationship management | Main References (Sources)                                                     |
|                                                                                      | Recommended supporting books and references (scientific journals, reports...) |
|                                                                                      | Electronic references, websites                                               |
| %15                                                                                  | Curriculum update rate                                                        |

Name and signature of the head of the department or branch

الاستاذ المساعد الدكتور  
بشار ذكور التوجي

Name and signature of the decision holder

محمد

**Course description template**  
**Management and Economics College: University: Mosul**  
**Marketing Department Department or branch:**

|                                                                                                                                                                                                                                                       |                        |                           |                                   |              |                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------|-----------------------------------|--------------|-------------------|
| 1. name The course :                                                                                                                                                                                                                                  |                        |                           |                                   |              |                   |
| Marketing databases                                                                                                                                                                                                                                   |                        |                           |                                   |              |                   |
| 2. code The course:                                                                                                                                                                                                                                   |                        |                           |                                   |              |                   |
| AEMM26_F403                                                                                                                                                                                                                                           |                        |                           |                                   |              |                   |
| 3. the chapter / year                                                                                                                                                                                                                                 |                        |                           |                                   |              |                   |
| 2025-2026                                                                                                                                                                                                                                             |                        |                           |                                   |              |                   |
| 4. date numbers this Description                                                                                                                                                                                                                      |                        |                           |                                   |              |                   |
| 1-9-2025                                                                                                                                                                                                                                              |                        |                           |                                   |              |                   |
| 5. Available forms of attendance                                                                                                                                                                                                                      |                        |                           |                                   |              |                   |
| My presence (hall Study (Laboratory)                                                                                                                                                                                                                  |                        |                           |                                   |              |                   |
| 6. Number of study hours (total) / Number of units (total)                                                                                                                                                                                            |                        |                           |                                   |              |                   |
| 3 hours in Week / number Units 3                                                                                                                                                                                                                      |                        |                           |                                   |              |                   |
| 7. Name of the course coordinator (if there is more than one, please mention it).                                                                                                                                                                     |                        |                           |                                   |              |                   |
| Name: M. Sahm Hazim Najeeb Email :saham_hazem@uomosul.edu                                                                                                                                                                                             |                        |                           |                                   |              |                   |
| 8. Course objectives                                                                                                                                                                                                                                  |                        |                           |                                   |              |                   |
| <b>The material aims to introduce the office suite (Microsoft Access) and the student's acquisition of skills in using the program and the ability to design a model database that serves the marketing department and manages customer services.</b> |                        |                           |                                   |              | Course objectives |
| 9. Teaching and learning strategies                                                                                                                                                                                                                   |                        |                           |                                   |              |                   |
| <b>Listening Effective<br/>cash self<br/>analysis Information<br/>memory<br/>organization<br/>expansion Information student on sources methodology<br/>different</b>                                                                                  |                        |                           |                                   |              | strategy          |
| .Course structure                                                                                                                                                                                                                                     |                        |                           |                                   |              |                   |
| <b>Evaluation Method</b>                                                                                                                                                                                                                              | <b>Learning method</b> | <b>Unit or topic name</b> | <b>Required learning outcomes</b> | <b>Hours</b> | <b>Week</b>       |
|                                                                                                                                                                                                                                                       |                        |                           |                                   |              |                   |

|                        |                     |                                                                                            |            |   |    |
|------------------------|---------------------|--------------------------------------------------------------------------------------------|------------|---|----|
| practical control      | Keyboard projector  | The concept of a marketing database                                                        | skill      | 3 | 1  |
| Theory test            | traditional methods | Importance and types of marketing databases                                                | Knowledge  | 3 | 2  |
| Online test            | discussion          | The relationship between the marketing database and Access                                 | ideas      | 3 | 3  |
| the audience           | Asking questions    | Customer database - Introduction to databases (importance, components of database systems) | Experience | 3 | 4  |
| Discussion panels      | Groups              | An introductory overview of Microsoft Access and how to install it.                        | Practice   | 3 | 5  |
| Submitting assignments | Problem solving     | Main window components                                                                     | skill      | 3 | 6  |
| Reporting              | Cooperative         | Creating tables and their properties                                                       | Knowledge  | 3 | 7  |
| practical control      | Using technology    | Data types and how to enter data into fields                                               | ideas      | 3 | 8  |
| Theory test            | e-learning          | Types of relationships in Access (One-one), (One-multiple), (Multiple-multiple)            | Experience | 3 | 9  |
| Online test            | Keyboard projector  | Practical applications of marketing databases                                              | Practice   | 3 | 10 |
| the audience           | traditional methods | Queries in Access                                                                          | skill      | 3 | 11 |
| Discussion panels      | discussion          | Queries in Access                                                                          | Knowledge  | 3 | 12 |
| Submitting assignments | Asking questions    | Models and methods of construction                                                         | ideas      | 3 | 13 |
| Reporting              | Groups              | Reports in Access                                                                          | Experience | 3 | 14 |
| practical control      | Problem solving     | Practical applications of marketing databases                                              | Practice   | 3 | 15 |
| practical control      | Keyboard projector  | Exam + Discussion                                                                          | skill      | 3 | 16 |

## 1. Course evaluation

|  | Course Material Assessment   |      |                  |              |                |
|--|------------------------------|------|------------------|--------------|----------------|
|  | Related educational outcomes | Week | Weight (degrees) | Number /Time | Types of tests |

|  |             |            |                |                     |              |                      |
|--|-------------|------------|----------------|---------------------|--------------|----------------------|
|  | 11,10,2,1   | 5,10       | 10%(10)        | 2                   | Daily tests  | Formative assessment |
|  | etc         | 13         | 10%(10)        | 1                   | Reports      |                      |
|  |             | 12.2       | 10%(10)        | 2                   | Articles     |                      |
|  |             | continuous | 10%(10)        | 1                   | Applied test |                      |
|  |             | 7          | 10%(10)        | Two hours           | Midterm exam | Final assessment     |
|  | All of them | 16         | 50%(50)        | three hours         | Final exam   |                      |
|  |             |            | 100%(100)<br>) | Final score (grade) |              |                      |

## 2. Learning and teaching resources

|                                              |                                                                               |
|----------------------------------------------|-------------------------------------------------------------------------------|
| no There is                                  | Required textbooks (methodology, applicable)                                  |
| Microsoft access 2013/eng: Mohamed Abu Elela | Main references (sources)                                                     |
| <b>Databases – Munib Qutaishat</b>           | Recommended supporting books and references (scientific journals, reports...) |
|                                              | Electronic references, websites                                               |
| 10%                                          | Curriculum update rate                                                        |



Signature of the course author

Name and signature of the course author

Name and signature of the head of department or branch

Signature of the head of department or branch

## Course Description Form

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

|                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Course Name:                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| Agricultural Marketing / Fourth stage                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                   |
| 2. Course Code:                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| AEMM 25-M204                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                   |
| 3. Semester / Year:                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                   |
| 2024-2025                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                   |
| 4. Description Preparation Date:                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                   |
| 5-5-2025                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                   |
| 5. Available Attendance Forms:                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                   |
| Weekly attendance                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |
| 6. Number of Credit Hours (Total) / Number of Units (Total)                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                   |
| 2 hours                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                   |
| 7. Course administrator's name (mention all, if more than one name)                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                   |
| Name: Assist. Prof. Dr. Manal Abdul Jabbar Al-Sammak<br>Dr.Younis Ahmed Khaleel<br>Email <a href="mailto:manal_abdulgabar@uomosul.edu.iq">manal_abdulgabar@uomosul.edu.iq</a><br><a href="mailto:yonis_alnuamy@uomosul.edu.iq">yonis_alnuamy@uomosul.edu.iq</a> |                                                                                                                                                                                                                                                                                   |
| 8. Course Objectives                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                   |
| Course Objectives                                                                                                                                                                                                                                               | Agricultural marketing requires a broad understanding of marketing skills because it suffers from traditional methods and patterns, so immunizing the student with these modern marketing requirements makes him capable of leading and surviving the organization in the future. |
| 9. Teaching and Learning Strategies                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                   |
| Strategy                                                                                                                                                                                                                                                        | Developing innovative tools and skills in the field of agricultural marketing, leaving traditional concepts and mechanisms and keeping abreast of modern methods in agricultural marketing.                                                                                       |
| 10. Course Structure                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                   |

| Week | Hours | Required Learning Outcomes | Unit or subject name                                              | Learning method                                | Evaluation method                           |
|------|-------|----------------------------|-------------------------------------------------------------------|------------------------------------------------|---------------------------------------------|
| 1    | 2     | Theory and practice        | Introduction Agricultural Marketing                               | Lecture, Discussion, Presentation, Description | Theory Participation + Reports Attendance   |
| 3    | 2     | , Theory and practice      | Characteristics Of The-agricultural marketing mix traditional     | Lecture, Discussion, Presentation, Description | Theory Participation Reports Attendance     |
| 4    | 2     | Theory and                 | Agricultural Product pricing strategies                           | Lecture, Discussion, Presentation, Description | Theory + Participation + Reports Attendance |
| 5    | 2     | practice                   | Distribution strategy (place)                                     | Lecture, Discussion, Presentation, Description | Theory Participation Reports Attendance     |
| 6    | 2     | Theory and                 | Competitive positioning strategy                                  | Lecture, Discussion, Presentation, Description | Theory Participation Reports Attendance     |
| 7    | 2     | practice                   | Agricultural Alliances and their impact on agricultural marketing | Lecture, Discussion, Presentation, Description | Theory Participation Reports Attendance     |
| 8    | 2     | Theory and                 | E-marketing agricultural products                                 | Lecture, Discussion, Presentation, Description | Theory + Participation + Reports Attendance |
| 9    | 2     | practice                   | Agricultural marketing obstacles and mistakes                     | Lecture, Discussion, Presentation, Description | Theory Participation Reports Attendance     |
| 10   | 2     | Theory and                 | Agricultural marketing research                                   | Lecture, Discussion, Presentation, Description | Theory Participation + Reports Attendance   |
| 11   | 2     | practice                   | Presentation methods agricultural products                        | Lecture, Discussion, Presentation, Description | Theory Participation + Reports Attendance   |

|    |   |                                                      |                                       |                                                         |                                            |
|----|---|------------------------------------------------------|---------------------------------------|---------------------------------------------------------|--------------------------------------------|
| 12 | 2 | Theory and                                           | Metrics used in agricultural marketi  | Lecture, Discussion, Presentation, Description          | Theory Participatio<br>+Reports Attendance |
| 13 | 2 | Lecture,Disc<br>sion,<br>Presentation<br>Description | Agricultural<br>markets               | Lecture,<br>Discussion,<br>Presentation,<br>Description | Theory Participatio<br>+Reports Attendance |
| 14 | 2 | Lecture,Disc<br>sion,<br>Presentation<br>Description | Packaging<br>agricultural<br>products | Lecture,<br>Discussion,<br>Presentation,<br>Description | Theory Participatio<br>+Reports Attendance |
| 15 | 2 |                                                      | Course exam                           |                                                         |                                            |

### 11. Course Evaluation

Student attendance 10 points + student participation 5 points + reports 5 points + exam 20 points + end-of-course exam 60 points.

### 12. Learning and Teaching Resources

|                                                                    |                                           |
|--------------------------------------------------------------------|-------------------------------------------|
| Required textbooks (curricular books, if any)                      | there is no                               |
| Main references (sources)                                          | Theses and dissertations available online |
| Recommended books and references (scientific journals, reports...) | Case studies and reports                  |
| Electronic References, Websites                                    | Internet sites                            |
| Curriculum Modernization Rate                                      | 13.3%                                     |

Assist. Prof. Dr. Manal Abdul Jabbar Al-Sammak

Dr. Younis Ahmed Khaleel

الاستاذ المساعد الدكتور  
بشار ذاك التويحي



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

| 1. Course name and academic level                                   |       |                            |                                                                                                                                                               |                 |                            |
|---------------------------------------------------------------------|-------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------|
| Pharmaceutical marketing    The fourth stage                        |       |                            |                                                                                                                                                               |                 |                            |
| 2. Course code                                                      |       |                            |                                                                                                                                                               |                 |                            |
|                                                                     |       |                            |                                                                                                                                                               |                 |                            |
| 3. Semester/ Year                                                   |       |                            |                                                                                                                                                               |                 |                            |
| 2026 First Semester                                                 |       |                            |                                                                                                                                                               |                 |                            |
| 4. Description Preparation Date:                                    |       |                            |                                                                                                                                                               |                 |                            |
| 2026                                                                |       |                            |                                                                                                                                                               |                 |                            |
| 5. Available Attendance Forms:                                      |       |                            |                                                                                                                                                               |                 |                            |
| Attend at a specific time                                           |       |                            |                                                                                                                                                               |                 |                            |
| 6. Number of Credit Hours (Total) / units                           |       |                            |                                                                                                                                                               |                 |                            |
| Number of Units (Total) 30 hours and two                            |       |                            |                                                                                                                                                               |                 |                            |
| 7. Course administrator's name (mention all, if more than one name) |       |                            |                                                                                                                                                               |                 |                            |
| Dr. Laila Jarallah Khalil                                           |       |                            |                                                                                                                                                               |                 |                            |
| 8. Course objectives                                                |       |                            |                                                                                                                                                               |                 |                            |
| Course objectives                                                   |       |                            | Introducing the student to the concept of pharmaceutical marketing: • Stages of pharmaceutical product development • The pharmaceutical marketing environment |                 |                            |
| 9. Teaching and learning strategies                                 |       |                            |                                                                                                                                                               |                 |                            |
| Strategy:                                                           |       |                            | Brainstorming, case studies, discussion<br><br>Group learning                                                                                                 |                 |                            |
| 10. Course structure                                                |       |                            |                                                                                                                                                               |                 |                            |
| week                                                                | hours | Required Learning Outcomes | Unit or subject name                                                                                                                                          | Learning method | Evaluation method          |
| 1                                                                   | 2     | Cognitive                  | Introduction to the pharmaceutical industry                                                                                                                   | lecture         | Participation of attendees |
| 2                                                                   | 2     | Cognitive                  | The emergence of the pharmacy as a practice and its role in pharmaceutical marketing                                                                          | Lecture         | Participation of attendees |
| 3                                                                   | 2     | Cognitive                  | Definition of pharmaceutical marketing                                                                                                                        | lecture         | exam                       |
| 4                                                                   | 2     | Theoretical                | Factors for the success of                                                                                                                                    | lecture         | attendees                  |

|    |   |             |                                                    |                             |               |
|----|---|-------------|----------------------------------------------------|-----------------------------|---------------|
|    |   |             | pharmaceutical marketing                           |                             |               |
| 5  | 2 | Cognitive   | Types of exchange in the pharmaceutical market     | Discussion Asking questions | Participation |
| 6  | 2 | Cognitive   | The pharmaceutical marketing environment           | lecture                     | attendees     |
| 7  | 2 | Theoretical | The technological and political environment        | lecture                     | Participation |
| 8  | 2 | Cognitive   | Economic environment                               | Discussion Asking questions | Participation |
| 9  | 2 | Theoretical | The social .environment And the legal .environment | lecture                     | attendees     |
| 10 | 2 | Cognitive   | Market segmentation criteria                       | lecture                     | Participation |
| 11 | 2 | Theoretical | Market segmentation techniques                     | Discussion Asking questions | Participation |
| 12 | 2 | Cognitive   | Substitution in the pharmaceutical market          | lecture                     | attendees     |
| 13 | 2 | Theoretical | Pharmaceutical product                             | lecture                     | Participation |
| 14 | 2 | Cognitive   | Pharmaceutical promotion                           | lecture                     | attendees     |
| 15 | 2 | Theoretical | Semester exam                                      | lecture                     | Semester exam |

#### 11. Course Evaluation and Grade Divisions

. The grade out of 100 is distributed according to 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)                                       | Nothing                           |
| Main References (Sources)                                                     | Al-Alaq, Pharmaceutical Marketing |
| Recommended supporting books and references (scientific journals, reports...) |                                   |
| Electronic references, websites                                               |                                   |
| Curriculum update rate                                                        | 15%                               |

Name and signature  
of the decision holder

د. ليلى جابر الله خليل

Name signature of the head  
of the department or branch

Bashar Dhaker Saleh Al-Qoutji



**Course Description Form**  
**University of Mosul Administration & Economics college Marketing**  
**Management**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>1-The name of units and stage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |
| Sports Marketing / 4 stage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |
| <b>2-Module units</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| AEMM25_F406                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
| <b>3-COURSE/ YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| 2025-2026 / First course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| <b>4-Date</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 1/10/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |
| <b>5. Available Attendance Formats</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| In-person, Interactive Screen, Classroom                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| <b>6. Number of Class Hours (Total) / Number of Units (Total)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
| <b>7. Name of Course Supervisor (if more than one name is provided) and Academic Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |
| <div style="display: flex; justify-content: space-between; align-items: center;"> <span><a href="mailto:monther_khuder@uomosul.edu.iq">monther_khuder@uomosul.edu.iq</a> الإيميل:</span> <span>Dr. Munther Khuder Yaqoob</span> </div>                                                                                                                                                                                                                                                                                                                                          |                   |
| <b>8- Goals</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |
| <p>-Introducing students to the concept of sports marketing.</p> <p>-Developing students' skills in developing marketing plans in the sports sector at various stages and levels, using contemporary strategic models to develop strategic plans for marketing sports products.</p> <p>Teaching students how to engage in the field of marketing sports products of all kinds, including goods, services, and ideas. In addition, students will learn about marketing strategies in the sports sector, the sports marketing mix, the sports market, and sports sponsorship.</p> | Course objectives |
| <b>.9Teaching and learning strategies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |
| <p>Knowing the strategies of the sports marketing mix, training students to prepare a marketing plan for marketing sports products, getting to know the sports market and its types, as well as getting to</p>                                                                                                                                                                                                                                                                                                                                                                  | Strategies        |

**know the types of mental status of sports products and sports sponsorship.**

## **.10Course structure**

| <b>Evaluation method</b> | <b>Teaching method</b>        | <b>Name of unit/course or topic</b>                       | <b>Required learning outcomes</b>                                                                   | <b>HOURS</b> | <b>WEEKS</b> |
|--------------------------|-------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------|
| Exams and participation  | Daily theoretical assignments | Sports Marketing Concept                                  | The concept of sports marketing, its importance and objectives                                      | 2            | 1            |
| Exams and participation  | Daily theoretical assignments | Characteristics and methods of sports marketing           | Learn about the characteristics and methods of sports marketing                                     | 2            | 2            |
| Exams and participation  | Daily theoretical assignments | Market concept and sports market segmentation             | Understand the concept of market segmentation and its levels                                        | 2            | 3            |
| Exams and participation  | Daily theoretical assignments | Target sports markets                                     | Understand the concept of target sports markets and the importance of segmenting the sports market. | 2            | 4            |
| Exams and participation  | Daily theoretical assignments | Sports market segmentation levels and their foundations   | Identifying the levels of sports market segmentation                                                | 2            | 5            |
| Exams and participation  | Daily theoretical assignments | The mental status of sports products and their strategies | Understand the concept of mental position and its types of strategies                               | 2            | 6            |
| Exams and participation  | Daily theoretical assignments | The mental status of sports products and their strategies | Understand the concept of mental position and its types of strategies                               | 2            | 7            |
|                          | <b>Exam1</b>                  |                                                           |                                                                                                     |              | 8            |

|                         |                               |                                                   |                                                                                                                              |   |    |
|-------------------------|-------------------------------|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---|----|
| Exams and participation | Daily theoretical assignments | Sports product                                    | Learn about the concept of sports products, their types, characteristics and strategies.                                     | 2 | 9  |
| Exams and participation | Daily theoretical assignments | Sports price                                      | Understand the concept of sports pricing, pricing methods and strategies.                                                    | 2 | 10 |
| Exams and participation | Daily theoretical assignments | Sports promotion                                  | Learn about the concept of sports promotion, its traditional and modern forms, methods, and strategies.                      | 2 | 11 |
| Exams and participation | Daily theoretical assignments | Sports place                                      | Understand the concept of sports distribution, distribution outlets and strategies.                                          | 2 | 11 |
| Exams and participation | Daily theoretical assignments | Individuals, processes, and mathematical evidence | Understand the concepts of personnel, processes, and physical evidence.                                                      | 2 | 12 |
| Exams and participation | Daily theoretical assignments | Public Relations                                  | Understand the concept of public relations in the sports sector, negotiate with other organizations, and conclude contracts. | 2 | 13 |
| Exams and participation | Daily theoretical assignments | Packaging for sports products                     | Learn about the importance of packaging for sports products, its characteristics and benefits.                               | 2 | 14 |

### **.11 Course Evaluation and Grade Divisions**

|                         |                               |                               |                                                                 |   |    |
|-------------------------|-------------------------------|-------------------------------|-----------------------------------------------------------------|---|----|
| Exams and participation | Daily theoretical assignments | Sports sponsorship strategies | Learn about the marketing strategies used in the sports sector. | 2 | 15 |
|                         | <b>Exam 2</b>                 |                               |                                                                 |   | 16 |

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.

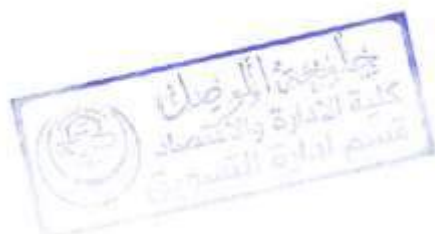
## **.12 Learning and teaching resources**

|                                                                        |                                                                                  |
|------------------------------------------------------------------------|----------------------------------------------------------------------------------|
|                                                                        | Required textbooks (methodology if any)                                          |
| Munther, Khuder Yaqoob & Obay SAEED<br>Ahmed, (2020), Sports Marketing | Main References (Sources)                                                        |
| SMITH, (2019), SPORTS MARKETING                                        | Recommended supporting books and references<br>(scientific journals, reports...) |
| <a href="http://WWW.AMAZONE.COM">WWW.AMAZONE.COM</a>                   | Electronic references, websites                                                  |
| 20%                                                                    | Update                                                                           |

  
Name and signature of course owner  
**Dr. Munther Khuder Yaqoob**

  
Name and signature of department head

**Dr. Bashar Dhaker Saleh**



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

| <b>1. Course name and academic level</b>                                   |       |                                                                                                                                                               |                                                         |                                |                            |
|----------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------|----------------------------|
| The fourth stage Social responsibility and marketing ethics                |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>2. Course code</b>                                                      |       |                                                                                                                                                               |                                                         |                                |                            |
|                                                                            |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>3. Semester/ Year</b>                                                   |       |                                                                                                                                                               |                                                         |                                |                            |
| 2026 First Semester                                                        |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>4. Description Preparation Date:</b>                                    |       |                                                                                                                                                               |                                                         |                                |                            |
| 2026                                                                       |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>5. Available Attendance Forms:</b>                                      |       |                                                                                                                                                               |                                                         |                                |                            |
| Attend at a specific time                                                  |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>6. Number of Credit Hours (Total) / units</b>                           |       |                                                                                                                                                               |                                                         |                                |                            |
| Number of Units (Total) 30 hours and two                                   |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>7. Course administrator's name (mention all, if more than one name)</b> |       |                                                                                                                                                               |                                                         |                                |                            |
| Dr. Laila Jarallah Khalil                                                  |       |                                                                                                                                                               |                                                         |                                |                            |
| <b>8. Course objectives</b>                                                |       |                                                                                                                                                               |                                                         |                                |                            |
| Course objectives                                                          |       | Introducing the student to the concept of social responsibility<br>Stages of development of social responsibility<br>Mechanisms for applying marketing ethics |                                                         |                                |                            |
| <b>9. Teaching and learning strategies</b>                                 |       |                                                                                                                                                               |                                                         |                                |                            |
| Strategy:                                                                  |       | Brainstorming, case studies, discussion<br>Group learning                                                                                                     |                                                         |                                |                            |
| <b>10. Course structure</b>                                                |       |                                                                                                                                                               |                                                         |                                |                            |
| week                                                                       | hours | Required Learning Outcomes                                                                                                                                    | Unit or subject name                                    | Learning method                | Evaluation method          |
| 1                                                                          | 2     | Cognitive                                                                                                                                                     | Definition of social responsibility                     | lecture                        | Participation of attendees |
| 2                                                                          | 2     | Cognitive                                                                                                                                                     | The development of the concept of social responsibility | Lecture                        | Participation of attendees |
| 3                                                                          | 2     | Cognitive                                                                                                                                                     | The importance of social responsibility                 | lecture                        | exam                       |
| 4                                                                          | 2     | Theoretical                                                                                                                                                   | Reasons for the emergence of social responsibility      | lecture                        | attendees                  |
| 5                                                                          | 2     | Cognitive                                                                                                                                                     | Principles of social responsibility                     | Discussion<br>Asking questions | Participation              |
| 6                                                                          | 2     | Cognitive                                                                                                                                                     | Benefits of social responsibility                       | lecture                        | attendees                  |
| 7                                                                          | 2     | Theoretical                                                                                                                                                   | Stakeholders                                            | lecture                        | Participation              |

|    |   |             |                                                                                 |                             |               |
|----|---|-------------|---------------------------------------------------------------------------------|-----------------------------|---------------|
| 8  | 2 | Cognitive   | Corporate Social Responsibility Strategies                                      | Discussion Asking questions | Participation |
| 9  | 2 | Theoretical | The concept of marketing ethics, its origins, and the reasons for its emergence | lecture                     | attendees     |
| 10 | 2 | Cognitive   | Misleading marketing practices in customer-oriented marketing                   | lecture                     | Participation |
| 11 | 2 | Theoretical | Misleading marketing practices for community-oriented marketing                 | Discussion Asking questions | Participation |
| 12 | 2 | Cognitive   | Consumer rights                                                                 | lecture                     | attendees     |
| 13 | 2 | Theoretical | Types of consumer rights                                                        | lecture                     | Participation |
| 14 | 2 | Cognitive   | Examples of global companies that have implemented social responsibility        | lecture                     | attendees     |
| 15 | 2 | Theoretical | Semester exam                                                                   | lecture                     | Semester exam |

#### 11. Course Evaluation and Grade Divisions

. The grade out of 100 is distributed according to 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)                                       | Nothing                                                                                             |
| Main References (Sources)                                                     | The reality of social responsibility practices in small businesses, Ben Thamer and Ben Farhat, 2022 |
| Recommended supporting books and references (scientific journals, reports...) | The role of marketing ethics in achieving customer loyalty, Zaqdoud, 2020. (Several online sources) |
| Electronic references, websites                                               |                                                                                                     |
| Curriculum update rate                                                        | 15%                                                                                                 |

  
Name and signature  
of the decision holder  
د. ليلى جلال خليل

  
Name signature of the head  
of the department or branch  
Bashar Dhaker Saleh Al-Qoutji



**Course Description Form**  
**University of Mosul Administration & Economics college Marketing**  
**Management**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| <b>1- The name of units and stage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |
| Marketing Strategies / 4 stage                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |
| <b>2- Module units</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |
| AEMM25_F409                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |
| <b>3- COURSE/ YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |
| 2025-2026 / Second course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |
| <b>4- Date</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |
| 1/10/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |
| <b>5. Available Attendance Formats</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |
| In-person, Interactive Screen, Classroom                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |
| <b>6. Number of Class Hours (Total) / Number of Units (Total)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |
| <b>7. Name of Course Supervisor (if more than one name is provided) and Academic Title</b>                                                                                                                                                                                                                                                                                                                                                                                                         |                          |
| monther_khuder@uomosul.edu.iq :الإيميل Prof. Dr. Munther Khuder Yaqoob                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |
| <b>8- Goals</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| <p>This course aims to introduce students to the modern concept of marketing strategies and their functions, and to develop their skills in preparing marketing plans at various stages and levels, using contemporary strategic models to develop strategic plans capable of marketing supportive products. It also teaches students how to conduct field work in the field of marketing various types of products, services, and ideas, and how to develop appropriate marketing strategies.</p> | <p>Course objectives</p> |
| <b>.9Teaching and learning strategies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |
| <p>Knowledge of marketing strategies, knowledge of the stages of preparing marketing plans, and training students to prepare a marketing plan for a production and service organization.</p>                                                                                                                                                                                                                                                                                                       | <p>STRATEGIES</p>        |
| <b>.10Course structure</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |

| Evaluation method       | Teaching method               | Name of unit/course or topic                                          | Required learning outcomes                                                                                                                  | HOURS | WEEKS |
|-------------------------|-------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| Exams and participation | Daily theoretical assignments | <b>Chapter One: An Introductory Introduction to Strategy</b>          | The concept of strategy and its levels in the organization                                                                                  | 3     | 1     |
| Exams and participation | Daily theoretical assignments | <b>Chapter Two: Strategic Marketing Planning</b>                      | Preparing and formulating marketing plans in a manner consistent with the organization's situation and objectives.                          | 3     | 2     |
| Exams and participation | Daily theoretical assignments | <b>Chapter Three: The Marketing Strategy Planning Process</b>         | Formulating marketing plans in production and marketing organizations                                                                       | 3     | 3     |
| Exams and participation | Daily theoretical assignments | <b>Chapter Four: Environmental Analysis (Internal &amp; External)</b> | Explaining the concept of the internal environment and its elements, as well as explaining the strengths and weaknesses of the organization | 3     | 4     |
|                         | <b>Exzaml</b>                 |                                                                       |                                                                                                                                             |       | 5     |
| Exams and participation | Daily theoretical assignments | <b>Chapter Five: Strategic Options for the Marketing Organization</b> | Statement of appropriate strategies across available options (strategic alternatives)                                                       | 3     | 6     |
| Exams and participation | Daily theoretical assignments | <b>Chapter Six: Target Market Strategies</b>                          | The concept of the target market, the importance of defining the target market, the criteria for selecting                                  | 3     | 7     |

|                         |                               |                                                        |                                                                                                                                                                 |   |       |
|-------------------------|-------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------|
|                         |                               |                                                        | the target market, and the strategies followed in it                                                                                                            |   |       |
| Exams and participation | Daily theoretical assignments | <b>Chapter Seven: Strategies used in organizations</b> | Learn about the strategies used in organizations and the extent to which they can be used in marketing organizations, such as Porter's and Ansoff's strategies. | 3 | 8-9   |
| Exams and participation | Daily theoretical assignments | <b>Chapter Eight: Marketing Mix Strategies</b>         | Identify the strategies organizations use in the marketing mix.                                                                                                 | 3 | 10-11 |
|                         |                               | <b>Chapter Nine: Digital Marketing Strategies</b>      | Identify the Digital Marketing Strategies                                                                                                                       | 3 | 12-13 |
| Exams and participation | Daily theoretical assignments | <b>Chapter Ten: Global Market Strategies</b>           | Explaining the concept of e-commerce and the strategies used in marketing products electronically                                                               | 3 | 14    |
| Exams and participation | Daily theoretical assignments | <b>Chapter 11: Brand Strategies</b>                    | Identify the Brand strategies                                                                                                                                   | 3 | 15    |
|                         |                               | <b>Exzam2</b>                                          |                                                                                                                                                                 |   | 16    |

### **.11Course 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.

### **.12Learning and teaching resources**

|                                                                                                                                 |                                         |
|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| There is no systematic headquarters                                                                                             | Required textbooks (methodology if any) |
| Muhammad Obeidat, Marketing Strategy (2022)<br>Syrian Virtual University Publications, Marketing Strategies and Policies (2022) | Main References (Sources)               |

|                                                               |                                                                               |
|---------------------------------------------------------------|-------------------------------------------------------------------------------|
| Modern university theses and dissertations. 2025              | Recommended supporting books and references (scientific journals, reports...) |
| <a href="https://www.iraqoaj.net">https://www.iraqoaj.net</a> | Electronic references, websites                                               |
| %20                                                           | Update                                                                        |

  
Name and signature of course owner  
Prof. Dr. Munther Khuder Yaqoob

  
Name and signature of department head  
Dr. Bashar Dhaker Saleh



**University of  
Mosul**

**College of Administration  
and Economics**

**Marketing  
Management dept.**

### **Course Description Form**

|                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Name Decision:                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Electronic Marketing                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 2. Code Decision:                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 3. The Chapter / The Year:                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| The Second Course/2025-2026                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4. Date Preparation This the Description:                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 5. Available Forms of Attendance:                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| In-Class Attendance + Electronic Class for Assignments and Notifications                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 6. Number Of Study Hours (Total)/Number of Units (Total)                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 45 Hours with A Reality 3 Hours in The Week/2 Units                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 7. Name Of the Course Administrator (If More Than One Name Is Mentioned)                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Lect.1 NameAssistant Professor Mohammed Ahmed Mahmoud Al-Hamami +<br><br>Lecturer Saif Khalid Zakaria<br><br>Email:<br><br><a href="mailto:mohamed_alhamamy@uomosul.edu.iq">mohamed_alhamamy@uomosul.edu.iq</a><br>Email: <a href="mailto:Saif_Khalid@Uomosul.Edu.Iq">Saif_Khalid@Uomosul.Edu.Iq</a> |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 8. Course Objectives                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Objectives Of the Study Subject</b>                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>•The Definition Understandably Marketing Electronic and Elements Mi Up Modern and Its Importance for Organizations.</li> <li>•Clarification The Difference Evidence and Between Business E And Tra E And His Strategies and His Tools</li> <li>•Identify On Opportunities and Challenges Related by Applying It Organizations and Mechanisms Adoption for Him.</li> </ul> |
| 9. Teaching And Learning Strategies                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>The Strategy</b>                                                                                                                                                                                                                                                                                  | <p>Link Knowledge the Theory with Practices the Operation.<br/>The Job in Group in A Way Effective and Practice Leadership When Need.<br/>Approval Style Study the Condition to Stand on Points Success a<br/>Diagnosis the Bug.<br/>Lectures Practical Around Design Locations and Her Relationship w<br/>Marketing Electronic.</p>                                                                             |

| 10. Course Structure                                                                                  |       |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                             |                                                                                                                 |                                                                                       |
|-------------------------------------------------------------------------------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| The Week                                                                                              | Hours | Required Learning Outcomes                                                                                                                                                                                                                                                                                                                                            | Name Of the Unit or Topic                                                                                                   | Learning Method                                                                                                 | Evaluation Method                                                                     |
| 1                                                                                                     | 3     | - Ability Requester on To Remember the Information and The Facts and Concepts.<br>-To Understand Requester for Relationships Between the Information and The Facts and Concepts.<br>-Capacity Requester on Application the Information and The Facts and Concepts in Situations New.<br>- Realization Requester for Importance Science and Its Influence on His Life. | Basic Concepts (Internet, Technology, Globalization, Social Networks)                                                       | Diction And Share and Use the Screen Smart and A Platform Class Rum and Subtract Questions and The Storm Mental | Questions Oral. Exams Daily. Exams The Quarterly. Duties Daily and Reports. The Exams |
| 2                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | E-Business, E-Commerce And E-Government                                                                                     |                                                                                                                 |                                                                                       |
| 3                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | The Concept of Electronic Marketing, Importance, Goals and Characteristics                                                  |                                                                                                                 |                                                                                       |
| 4                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Elements Of the Electronic Marketing Mix                                                                                    |                                                                                                                 |                                                                                       |
| 5                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Requirements And Challenges in Applying Electronic Marketing                                                                |                                                                                                                 |                                                                                       |
| 6                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | E-Marketing Tools, Features and Benefits                                                                                    |                                                                                                                 |                                                                                       |
| 7                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Strategies To Be Followed When Choosing an Organization for Electronic Marketing                                            |                                                                                                                 |                                                                                       |
| 8                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | E-Marketing Jobs                                                                                                            |                                                                                                                 |                                                                                       |
| 9                                                                                                     | 3     |                                                                                                                                                                                                                                                                                                                                                                       | E-Marketing Success Triangle                                                                                                |                                                                                                                 |                                                                                       |
| 10                                                                                                    | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Fundamentals Of Preparing a Strategic E-Marketing Plan                                                                      |                                                                                                                 |                                                                                       |
| 11                                                                                                    | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Factors Affecting the Design and Creation of Websites                                                                       |                                                                                                                 |                                                                                       |
| 12                                                                                                    | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Factors affecting website design and creation; types of websites and their components                                       |                                                                                                                 |                                                                                       |
| 13                                                                                                    | 3     |                                                                                                                                                                                                                                                                                                                                                                       | predictive analytics                                                                                                        |                                                                                                                 |                                                                                       |
| 14                                                                                                    | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Omni-channel marketing                                                                                                      |                                                                                                                 |                                                                                       |
| 15                                                                                                    | 3     |                                                                                                                                                                                                                                                                                                                                                                       | Mid -Exam                                                                                                                   |                                                                                                                 |                                                                                       |
| Course Evaluation                                                                                     |       |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                             |                                                                                                                 |                                                                                       |
| 20 Degrees Exam Monthly +10 Degrees Duties+10 Degrees Presence+60 Degrees Exam End Chorus=100 Degrees |       |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                             |                                                                                                                 |                                                                                       |
| Learning And Teaching Resources                                                                       |       |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                             |                                                                                                                 |                                                                                       |
| Required Textbooks (Methodology, If A                                                                 |       |                                                                                                                                                                                                                                                                                                                                                                       | No There Is Book Systematic                                                                                                 |                                                                                                                 |                                                                                       |
| Main References (Sources)                                                                             |       |                                                                                                                                                                                                                                                                                                                                                                       | Lectures Stomach from The Professor                                                                                         |                                                                                                                 |                                                                                       |
| Recommended Supporting Books and References (Scientific Journals, Reports....)                        |       |                                                                                                                                                                                                                                                                                                                                                                       | Marketing Electronic; Elements Mix Catalog Via Inter Yusef Ahmed Abu Mouse<br>Marketing Electronic/ Mahmoud Jasem Al-Suaidi |                                                                                                                 |                                                                                       |
| Electronic References, Internet Sites                                                                 |       |                                                                                                                                                                                                                                                                                                                                                                       | Web Marketing Reports<br>Search Engines and Electronic Portals<br>The Digital Library                                       |                                                                                                                 |                                                                                       |

  
Saif Khalid Zakaria  
1/2/2026

  
حسن السيد  
1/2/2026

  
الاستاذ المساعد الدكتور  
بشار نزار الفرجاني  
1/2/2026



## Course Description Template

**University: Mosul**

**Faculty: Management and Economics**

**Department: Marketing Management**

### 1- Course Name and Academic Year

## Industrial Marketing

## 2. Course Code

# AEMM26-F000

### 3. Semester/Year

2025-2026

#### 4. Date of Preparation of this Description

**1-9-2025**

## 5-Available attendance formats

## Daily and interactive attendance

**6-Number of credit hours (total) / Number of units (total)**

2

## 7-Name of the course

**coordinator (if more than one name is mentioned) and academic title**

Dr.Name:Younis Ahmad alnuaimy

---

younis\_alnuaimy@uomosul.edu.iq

## 8-Objectives of the course

## Course objectives.

To familiarize students with aspects related to industrial marketing, understanding industrial customer behavior, industrial market segmentation, industrial customer behavior, the characteristics of industrial goods, the stages of industrial goods purchasing processes, pricing methods and channels, thus ensuring a complete understanding of its strategies.

## 9-Teaching and learning strategies

## Strategy

According to the units and topics planned in their sequential and logical form, this will contribute to increasing understanding and knowing what the industrial

consumer plans and thinks about before making the purchase decision and after it, in order to maintain it and continue and repeat the purchase process.

#### 10. بنية المقرر

| Week            | Watches                   | Required learning outcomes                                                             | Name of unit or topic             | Learning method               | Method of evaluation  |
|-----------------|---------------------------|----------------------------------------------------------------------------------------|-----------------------------------|-------------------------------|-----------------------|
| 1               | Cognitive and theoretical | The concept and importance of industrial marketing                                     | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Differences between industrial marketing and consumer marketing                        | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Industrial market segmentation                                                         | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| 4               | Cognitive and theoretical | Characteristics of industrial goods and the purchasing process for industrial products | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Objectives of studying industrial customer behavior                                    | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Industrial product (concept, dimensions, and life cycle of (industrial products        | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Pricing of industrial products                                                         | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Distribution of industrial products                                                    | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Promotion of industrial products                                                       | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |

|                 |                           |                                                       |                                   |                               |                       |
|-----------------|---------------------------|-------------------------------------------------------|-----------------------------------|-------------------------------|-----------------------|
| امتحان ومشاركات | Cognitive and theoretical | Industrial marketing information systems              | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Concept of international industrial customer behavior | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Factors influencing international customer behavior   | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Characteristics and behavior of industrial customers  | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
| امتحان ومشاركات | Cognitive and theoretical | Modification and change of industrial customer trends | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |
|                 | Cognitive and theoretical | Quarterly Exam                                        | Introduction to Consumer Behavior | Daily theoretical assignments | Exams and assignments |

### 11-Course evaluation and grade distribution

Grades are distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly exams, written exams, reports, etc.

### 12-Learning and teaching resources .

|                                                                                  |                                |
|----------------------------------------------------------------------------------|--------------------------------|
| Required textbooks (methodology, if applicable)                                  | Industrial Marketing           |
| Recommended supporting books and references (scientific journals, reports, etc.) | Mahmoud Jassim Al-Sumaydi      |
| Electronic references, websites                                                  | Academic research and websites |
| Curriculum update rate                                                           | 13%                            |

Name and signature of the author of the decision

Dr.Name: Younis Ahmad alnuaimy

Name and signature of the department head

Dr. Bashar Thakir



### Course description template

University: Mosul

College: Administration and Economics

Department/Branch: Marketing Management

|                                                                                                                                                                                                                                                                                             |                 |                    |                            |       |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|----------------------------|-------|------|
| <b>1. Course name and academic level</b>                                                                                                                                                                                                                                                    |                 |                    |                            |       |      |
| Contemporary Marketing Studies 1                                                                                                                                                                                                                                                            |                 |                    |                            |       |      |
| <b>2. Course Code</b>                                                                                                                                                                                                                                                                       |                 |                    |                            |       |      |
| AEMM23_F407                                                                                                                                                                                                                                                                                 |                 |                    |                            |       |      |
| <b>3. Term/Year</b>                                                                                                                                                                                                                                                                         |                 |                    |                            |       |      |
| 2025-2026                                                                                                                                                                                                                                                                                   |                 |                    |                            |       |      |
| <b>4. Date this description was prepared</b>                                                                                                                                                                                                                                                |                 |                    |                            |       |      |
| 1/7/2025                                                                                                                                                                                                                                                                                    |                 |                    |                            |       |      |
| <b>5. Available attendance formats</b>                                                                                                                                                                                                                                                      |                 |                    |                            |       |      |
| My presence in the classroom                                                                                                                                                                                                                                                                |                 |                    |                            |       |      |
| <b>6. Total number of study hours / Total number of units</b>                                                                                                                                                                                                                               |                 |                    |                            |       |      |
| Number of hours: 3 / Number of units: 3                                                                                                                                                                                                                                                     |                 |                    |                            |       |      |
| <b>7. Name of the course coordinator (if there is more than one, please state it) and academic title</b>                                                                                                                                                                                    |                 |                    |                            |       |      |
| bashar_thaker@uomosul.edu.iq : Name: Dr. Bashar Thaker Saleh Email                                                                                                                                                                                                                          |                 |                    |                            |       |      |
| <b>8. Course Objectives</b>                                                                                                                                                                                                                                                                 |                 |                    |                            |       |      |
| The course aims to inform students about the latest topics in the field of marketing, its dimensions , its importance to the reality of business work, and the possibility of adopting it by addressing marketing concepts that 'mimic the current era to develop students skills and ideas |                 |                    | Course objectives          |       |      |
| <b>9. Teaching and learning strategies</b>                                                                                                                                                                                                                                                  |                 |                    |                            |       |      |
| 1- The cooperative learning method involves students answering questions from the .instructor and their fellow students<br>2- Discussion method<br>3- Daily homework method                                                                                                                 |                 |                    | Strategy                   |       |      |
| <b>10. Course Structure</b>                                                                                                                                                                                                                                                                 |                 |                    |                            |       |      |
| Evaluation Method                                                                                                                                                                                                                                                                           | Learning method | Unit or topic name | Required learning outcomes | Hours | Week |

|                                       |             |                                                                              |   |    |
|---------------------------------------|-------------|------------------------------------------------------------------------------|---|----|
| Discussion and brainstorming sessions | My presence | The concept, importance, and processes of exploiting marketing opportunities | 3 | 1  |
| Discussion and brainstorming sessions | My presence | Types of marketing opportunities                                             | 3 | 2  |
| Discussion and brainstorming sessions | My presence | The concept, importance, and characteristics of interactive marketing        | 3 | 3  |
| Discussion and brainstorming sessions | My presence | Dimensions of interactive marketing                                          | 3 | 4  |
| Discussion and brainstorming sessions | My presence | Marketing intelligence: concept, importance, and objectives                  | 3 | 5  |
| Discussion and brainstorming sessions | My presence | Marketing intelligence procedures and types of strategic intelligence        | 3 | 6  |
| Discussion and brainstorming sessions | My presence | concept Sustainable marketing: importance, standards, and characteristics    | 3 | 7  |
| Discussion and brainstorming sessions | My presence | Dimensions of sustainable marketing                                          | 3 | 8  |
| Discussion and brainstorming sessions | My presence | The concept and characteristics of marketing improvisation                   | 3 | 9  |
| Discussion and brainstorming sessions | My presence | The importance, objectives, and methods of marketing improvisation           | 3 | 10 |
| Discussion and brainstorming          | My presence | Dimensions of marketing                                                      | 3 | 11 |

| sessions                              |             | improvisation                                        |  |   |    |
|---------------------------------------|-------------|------------------------------------------------------|--|---|----|
| Discussion and brainstorming sessions | My presence | Influencer marketing: concept and success mechanisms |  | 3 | 12 |
| Discussion and brainstorming sessions | My presence | Entrepreneurial Marketing: Concepts and Fundamentals |  | 3 | 13 |
| Discussion and brainstorming sessions | My presence | Dimensions of entrepreneurial marketing              |  | 3 | 14 |
| Discussion and brainstorming sessions | My presence | Midterm exam                                         |  | 3 | 15 |

### 11. Course evaluation and grade breakdown

The grade out of 100 is distributed according to 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 applicable)                            |
| nothing                                                                | Reference source name                                                      |
| The latest university theses and dissertations in marketing management | Recommended supporting books and references (scientific journals, reports) |
| Researches published in Iraqi and Arab journals                        | Electronic references, websites                                            |
| %15                                                                    | Curriculum update rate                                                     |

Name and signature of the course instructor

  
 الاستاذ المساعد الدكتور  
 بشائر زكريا القويطي



Name and signature of the head of department or branch

الأستاذ المساعد الدكتور  
بشار ذاك التويحي



**University: Mosul**

**College: Management and Economics**

**Department or branch: Marketing**

**Course Description Form**

|                                                                            |       |                            |                                                                                                                                                                                                                                     |                 |                   |
|----------------------------------------------------------------------------|-------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------|
| <b>1. Course name and academic level</b>                                   |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| Tourism and hotel marketing                                                |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>2. Course code</b>                                                      |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| AEMM2026-F411                                                              |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>3. Semester/Year</b>                                                    |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| 2026-2025                                                                  |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>4. Description Preparation Date:</b>                                    |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| 2026-2-1                                                                   |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>5. Available Attendance Forms:</b>                                      |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| weekly                                                                     |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>         |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| hours 2                                                                    |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>7. Course administrator's name (mention all, if more than one name)</b> |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| Name: Maha Mustafa Jankir                                                  |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| <b>8. Course objectives</b>                                                |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| Course objectives                                                          |       |                            | To familiarize the student with the managerial skills required to manage tourism and hotel organizations and to understand the marketing requirements and efforts made to build and sustain the organization in a turbulent market. |                 |                   |
| <b>9. Teaching and learning strategies</b>                                 |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| Strategy:                                                                  |       |                            | To convey academic and practical concepts for building a scientific and philosophical framework for managing tourism and hotel organizations in a turbulent environment.                                                            |                 |                   |
| <b>10. Course structure</b>                                                |       |                            |                                                                                                                                                                                                                                     |                 |                   |
| week                                                                       | hours | Required Learning Outcomes | Unit or subject name                                                                                                                                                                                                                | Learning method | Evaluation method |

|    |               |                     |                                                          |                                                       |  |
|----|---------------|---------------------|----------------------------------------------------------|-------------------------------------------------------|--|
| 1  | <b>2Hours</b> | Theory and Practice | Introduction to Marketing                                | <b>Lecture, discussion, presentation, description</b> |  |
| 2  | <b>2Hours</b> | Theory and Practice | tourist                                                  | <b>Lecture, discussion, presentation, description</b> |  |
| 3  | <b>2Hours</b> | Theory and Practice | tourist market                                           | <b>Lecture, discussion, presentation, description</b> |  |
| 4  | <b>2Hours</b> | Theory and Practice | Tourism marketing mix                                    | <b>Lecture, discussion, presentation, description</b> |  |
| 5  | <b>2Hours</b> | Theory and Practice | Elements of tourism promotion                            | <b>Lecture, discussion, presentation, description</b> |  |
| 6  | <b>2Hours</b> | Theory and Practice | Electronic tourism marketing                             | <b>Lecture, discussion, presentation, description</b> |  |
| 7  | <b>2Hours</b> | Theory and Practice | Hotel Marketing                                          | <b>Lecture, discussion, presentation, description</b> |  |
| 8  | <b>2Hours</b> | Theory and Practice | Types of tourism                                         | <b>Lecture, discussion, presentation, description</b> |  |
| 9  | <b>2Hours</b> | Theory and Practice | Mechanisms and methods of attracting tourists and hotels | <b>Lecture, discussion, presentation, description</b> |  |
| 10 | <b>2Hours</b> | Theory and Practice | Competition in tourism marketing                         | <b>Lecture, discussion, presentation, description</b> |  |
| 11 | <b>2Hours</b> | Theory and Practice | Opportunities and threats in tourism and hotel marketing | <b>Lecture, discussion, presentation, description</b> |  |
| 12 | <b>2Hours</b> | Theory and Practice | tourist consumer                                         | <b>Lecture, discussion, presentation, description</b> |  |
| 13 | <b>2Hours</b> | Theory and Practice | Tourism Organizations Management and Electronic Content  | <b>Lecture, discussion, presentation, description</b> |  |
| 14 | <b>2Hours</b> | Theory and          | Obstacles to t                                           | <b>Lecture,</b>                                       |  |

|    |  |          |                                    |                                             |  |
|----|--|----------|------------------------------------|---------------------------------------------|--|
|    |  | Practice | ourism and h<br>otel marketin<br>g | discussion,<br>presentation,<br>description |  |
| 15 |  | Exam     | Exam                               | Exam                                        |  |

### 11. Course Evaluation and Grade Divisions

Student attendance 10 points + Student participation 5 points + Reports 5 points + Exam 20 points + End-of-course exam 60 points.

Adopting a daily preparation method, interactive participation, reports, and conducting exams to increase students' understanding.

### 12. Learning and teaching resources

|                                                                               |                                                    |
|-------------------------------------------------------------------------------|----------------------------------------------------|
| Required textbooks (methodology if any)                                       | nothing                                            |
| Main References (Sources)                                                     | Theses and dissertations available on the Internet |
| Recommended supporting books and references (scientific journals, reports...) | Case studies and reports                           |
| Electronic references, websites                                               | Internet sites                                     |
| Curriculum update rate                                                        | 13.3%                                              |

**Name and signature  
of the decision holder**

**Name signature of the head  
of the department or branch**

**Bashar Thaker Saleh Al-Qoutji**

## Course description template

University: Mosul

College: Administration and Economics

Department/Branch: Marketing Management

### 1. Course name and academic level

Contemporary Marketing Studies 2

### 2. Course Code

AEMM23\_F407

### 3. Term/Year

2025-2026

### 4. Date this description was prepared

1/26 /2026

### 5. Available attendance formats

My presence in the classroom

### 6. Total number of study hours / Total number of units

Number of hours: 3 / Number of units: 3

### 7. Name of the course coordinator (if there is more than one, please state it) and academic title

Name: Dr. Bashar Thaker Saleh

Email: bashar\_thaker@uomosul.edu.iq

### 8. Course Objectives

The course aims to inform students about the latest topics in the field of marketing, its dimensions, its importance to the reality of business work, and the possibility of adopting it by addressing marketing concepts that mimic the current era to develop students' skills and ideas

Course objectives



### 9. Teaching and learning strategies

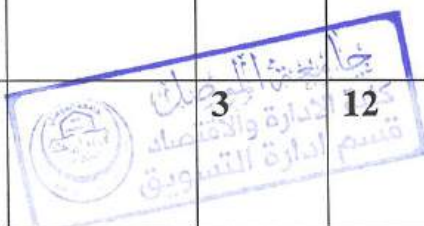
- 1- The cooperative learning method involves students answering questions from the instructor and their fellow students
- 2- Discussion method
- 3- Daily homework method

Strategy

### 10. Course Structure

| Evaluation Method | Learning method | Unit or topic name | Required learning outcomes | Hours | Week |
|-------------------|-----------------|--------------------|----------------------------|-------|------|
|-------------------|-----------------|--------------------|----------------------------|-------|------|

|                                       |             |                                                                                |   |    |
|---------------------------------------|-------------|--------------------------------------------------------------------------------|---|----|
| Discussion and brainstorming sessions | My presence | The concept and fundamentals of marketing excellence                           | 3 | 1  |
| Discussion and brainstorming sessions | My presence | Dimensions of Marketing Excellence                                             | 3 | 2  |
| Discussion and brainstorming sessions | My presence | The concept and importance of marketing agility                                | 3 | 3  |
| Discussion and brainstorming sessions | My presence | Key elements of marketing agility                                              | 3 | 4  |
| Discussion and brainstorming sessions | My presence | Marketing culture: concept, importance, and objectives                         | 3 | 5  |
| Discussion and brainstorming sessions | My presence | Dimensions of Marketing Culture                                                | 3 | 6  |
| Discussion and brainstorming sessions | My presence | concept Self-marketing: importance, goals                                      | 3 | 7  |
| Discussion and brainstorming sessions | My presence | Dimensions of self-marketing                                                   | 3 | 8  |
| Discussion and brainstorming sessions | My presence | The concept and importance of customer value and the factors that influence it | 3 | 9  |
| Discussion and brainstorming sessions | My presence | Dimensions of customer value                                                   | 3 | 10 |
| Discussion and brainstorming sessions | My presence | Marketing Crisis Management: Concept and Fundamentals                          | 3 | 11 |
| Discussion and brainstorming sessions | My presence | Causes and stages of marketing crises                                          | 3 | 12 |
| Discussion and brainstorming          | My presence | Requirements for the stages of marketing crisis                                | 3 | 13 |



|                                       |             |                       |  |   |    |
|---------------------------------------|-------------|-----------------------|--|---|----|
| sessions                              |             | management            |  |   |    |
| Discussion and brainstorming sessions | My presence | Sustainable Marketing |  | 3 | 14 |
| Discussion and brainstorming sessions | My presence | Midterm exam          |  | 3 | 15 |

### 11.Course evaluation and grade breakdown

The grade out of 100 is distributed according to 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 applicable)                            |
| nothing                                                                | Main references (sources)                                                  |
| The latest university theses and dissertations in marketing management | Recommended supporting books and references (scientific journals, reports) |
| Research published in Iraqi and Arab journals                          | Electronic references, websites                                            |
| %15                                                                    | Curriculum update rate                                                     |

Name and signature of the course instructor

الاستاذ المساعد الدكتور  
بشار ذاك التويجي

Name and signature of the head of department or branch

الاستاذ المساعد الدكتور  
بشار ذاك التويجي

جامعة بغداد  
كلية الإدارة والاقتصاد  
قسم إدارة التسويق