

**Ministry of Higher Education and Scientific Research**

**Scientific Supervision and Evaluation Authority**

**Department of Quality Assurance and Academic Accreditation**

**Accreditation Section**



**Academic Program and  
Course Description  
Guide for Bachelor's  
Programs  
Marketing Management  
Department**

**2025/2026**

## **the introduction:**

The educational program is a coordinated and organized package of courses that includes procedures and experiences organized into course vocabulary. Its main purpose is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market. It is reviewed and evaluated annually through internal or external audit procedures and programs, such as the external examiner program.

The academic program description provides a brief summary of the program's main features, courses, and Bologna Process (first stage), indicating the skills that students are working to acquire based on the academic program's objectives. The importance of this description is evident in that it represents the cornerstone for obtaining program accreditation, and it is written by the teaching staff under the supervision of the scientific committees in the academic departments.

This third edition of the guide includes a description of the academic program, updated with the vocabulary and paragraphs of the previous guide, reflecting the latest developments in the Iraqi education system. This includes a description of the academic program in its traditional form (annual, semester-based), as well as adopting the generalized academic program description provided by the Department of Studies.3/2906 on 3/5/2023 with regard to programs that rely on the Bologna Process as the basis for their work.

In this regard, we cannot but emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth running of the educational process.

## Concepts and terminology for the course system

- **Academic Program Description**: The academic program description provides a concise summary of its vision, mission, and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.
- **Course Description**: It provides a concise summary of the course's key features and expected learning outcomes, demonstrating whether the student has made the most of the available learning opportunities. It is derived from the program description.
- **Program vision**: An ambitious vision for the future of the academic program: to be a sophisticated, inspiring, motivating, realistic, and applicable program.
- **Program message**: The goals and activities necessary to achieve them are briefly explained, and the paths and directions of program development are identified.
- **Program objectives**: These are statements that describe what the academic program intends to achieve within a specific time period and are measurable and observable.
- **Curriculum structure**: All courses/study materials included in the academic program according to the approved learning system (semester, annual, Bologna track) whether they are required (Ministry, University, College and Scientific Department) with the number of study units.
- **Learning outcomes**: A compatible set of knowledge, skills, and values acquired by the student after the successful completion of the academic program. The learning outcomes for each course must be defined in a way that achieves the program's objectives.
- **Teaching and learning strategies**: It refers to the strategies used by faculty members to enhance student teaching and learning; these are plans followed to achieve learning objectives. In other words, it describes all classroom and extracurricular activities aimed at achieving the program's learning outcomes.

## Academic Program Description Template

**University Name:** University of Mosul

**College/Institute:** College of Management and Economics

**Academic Department:** Marketing Management Department

**Academic or professional program name:** Bachelor of Marketing Management

**Final Certificate Title:** Bachelor of Marketing Management

**Study system:** First and second stage (Bologna track)

**Study system:** Third/Fourth stage (courses)

**Date the description was prepared:**5/2/2026

**Date the file was filled out:**5/2/2026

**signature:**

**Head of Department :**D .Bashar Thaker Al- Qutji

**date:** /2/2026

**signature:**

**Scientific Assistant's:** D .Salem Khalil Khalid

**date:** /2/2026

**The file was reviewed by Quality Assurance and University Performance Division**

**Director of the University Quality Assurance and Performance Division :** L .Zaid Khalil Ibrahim

**Date** /2/2026

**signature :**

**Dean's approval**

### **1. Program Vision**

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

### **2. Program message**

Preparing distinguished marketing personnel scientifically and professionally, through modern academic programs that keep pace with cognitive and technological developments, and supporting applied scientific research that contributes to addressing societal problems and enhancing the competitiveness of the labor market, within the framework of commitment to ethical values and professional responsibility.

### **3. Program objectives**

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

### **4. Program accreditation**

National standards for accrediting programs of colleges of management and economics in Iraq

## 5. Other external influences

Ministry of Trade + Ministry of Culture + Ministry of Health + Ministry of Agriculture + Ministry of Youth and Sports + Civil Society Organizations

## 6. Program structure

comments *	Percentage	Study unit	Number of courses	Program structure
	17.7	24	10	Institutional requirements
	17.7	24	8	College requirements
	62.9	85	36	Department requirements
	1.4	2	1	Summer training
				Other

\* The notes may include whether the course is core or elective.

## 7. Program Description

Credit Hours		Course name	Course code	Year / Level
practical	theoretical			
-	3	administration Business 1	AEMM24-101	First Year / First Course
-	3	administration Marketing 1	AEMM24-102	
2	1	count 1	AEMM24-103	
2	1	accounting Finance 1	AEMM24-104	
2	1	economy partial 1	AEMM24-105	
-	2	language Arabic	AEMM24-106	
	2	Headway (Beginner)	AEMM24-107	
-	3	administration Business 2	AEMM24-108	First Year / Second Course
-	3	administration Marketing 2	AEMM24-109	
2	1	count 2	AEMM24-110	
2	1	accounting Finance 2	AEMM24-111	
2	1	economy All 2	AEMM24-112	

2	1	basics computer	<b>AEMM24-113</b>	<b>Second year / First semester</b>
-	2	rights man and democracy	<b>AEMM24-114</b>	
-	3	marketing Services (1)	<b>AEMM24-201</b>	
-	3	Supplies Marketing	<b>AEMM24-202</b>	
-	2	Product	<b>AEMM24-203</b>	
-	2	Pricing	<b>AEMM24-204</b>	
-	2	Administration strategy	<b>AEMM24-205</b>	
2	1	Methods amount in Marketing	<b>AEMM24-206</b>	
2	1	Applications Office (Word & PowerPoint)	<b>AEMM24-207</b>	<b>Second year / Second semester</b>
-	3	marketing Services (2)	<b>AEMM24-208</b>	
-	2	distribution	<b>AEMM24-209</b>	
-	2	Promotion	<b>AEMM24-210</b>	
-	2	administration The sign Commercial and status mentality	<b>AEMM24-211</b>	
-	2	administration Sales	<b>AEMM24-212</b>	
-	2	Headway (elementary)	<b>AEMM24-213</b>	
2	1	Applications Office ((Excel)	<b>AEMM24-214</b>	
-	3	Marketing Global	<b>AEMM24-301</b>	<b>Third Year / First Course</b>
2	1	Research marketing	<b>AEMM24-302</b>	
-	2	behavior consumer	<b>AEMM24-303</b>	
-	2	administration Risks Marketing	<b>AEMM24-304</b>	
-	2	Headway (pre-intermediate)	<b>AEMM24-305</b>	
2	1	basics Internet	<b>AEMM24-306</b>	
-	3	systems information Marketing	<b>AEMM24-307</b>	
-	2	administration Knowledge Marketing	<b>AEMM24-308</b>	
-	2	administration Organizations Marketing	<b>AEMM24-309</b>	<b>Third year / Second semester</b>
-	2	administration Quality Marketing	<b>AEMM24-310</b>	
-	2	administration Negotiation	<b>AEMM24-311</b>	
-	2	Applications Statistics in Marketing	<b>AEMM24-312</b>	
-	2	Curricula Search Scientific	<b>AEMM24-313</b>	
-	3	administration Relationships customers	<b>AEMM24-401</b>	
-	3	studies Marketing contemporary (1)	<b>AEMM24-402</b>	<b>Fourth Year / First Course</b>
2	1	rules Data Marketing	<b>AEMM24-403</b>	
-	2	Marketing agricultural	<b>AEMM24-404</b>	
-	2	Marketing pharmaceutical	<b>AEMM24-405</b>	

-	2	Marketing The athlete	<b>AEMM24-406</b>	<b>Fourth Year / Second Course</b>
-	2	Responsibility social and ethics For marketing	<b>AEMM24-407</b>	
-	3	studies Marketing contemporary (2)	<b>AEMM24-408</b>	
-	3	Strategies Marketing	<b>AEMM24-409</b>	
2	1	Marketing electronic	<b>AEMM24-410</b>	
-	2	Marketing tourist and the hotel	<b>AEMM24-411</b>	
-	2	Headway (intermediate)	<b>AEMM24-412</b>	

<b>8. Expected learning outcomes of the program</b>	
<b>Knowledge</b>	
The knowledge base that the student develops from the information he receives during academic lectures during one week	<ol style="list-style-type: none"> <li>1. Various knowledge in the field of marketing management</li> <li>2. Understanding modern trends that should be applied in the field of marketing</li> <li>3. Introducing students to contemporary marketing concepts</li> </ol>
<b>Skills</b>	
The ability to use a computer skillfully and to handle various educational programs.	Technical skills.
Good management style and the ability to follow sound administrative methods in communications and dealings with different administrative units.	Managerial skills
Possessing diverse marketing skills through the ability to accurately determine prices, negotiation skills, traditional and electronic supply and promotion methods, and various marketing concepts.	Marketing skills
<b>Values</b>	
By adhering to ethical standards in customer interactions, demonstrating social and moral responsibility in diverse marketing methods, and by preserving the environment through sustainability and clean energy, and by working to market and promote these through diverse marketing methods.	moral values

Finding a competent and honest employee, as well as instilling professional values and encouraging professional integrity in them.

Administrative values

#### 4. Teaching and learning strategies

1. To enable the student to learn about marketing concepts and to work on finding marketing solutions to the marketing problems that organizations suffer from.
2. Working to deliver marketing knowledge in all its forms to the student and trying to reach a deep understanding of the various study materials.
3. Working to provide the marketing knowledge and skills that a marketing employee in different organizations should possess.

#### 5. Assessment methods

- Daily preparations
- oral exams
- Reports
- Midterm exam

### 6. Faculty

#### Faculty members

Faculty preparation		Special requirements/s kills (if any)		Specialization		Academic rank
lecturer	angel			private	general	
	*			Marketing Department	Business Administration	<b>Dr. Bashar Thaker Saleh</b>
	*			Marketing Department	Business Administration	<b>Prof. Dr. Alaa Abdel Salam Yahya</b>
	*			Marketing Department	Business Administration	<b>Prof. Dr. Raad Adnan Raouf</b>
	*			Marketing Department	Business Administration	<b>Prof. Dr. Mohamed Mahmoud Hamed</b>
	*			Marketing Department	Business Administration	<b>Prof. Dr. Laila Jarallah Khalil</b>

	*			Marketing Department	Business Administration	<b>Prof. Dr. Munther Khader Yaqoub</b>
	*			Supply Management	Business Administration	<b>Dr. Amer Ismail Abdullah</b>
				Marketing Department	Business Administration	<b>A.M. Omar Yassin Mohammed</b>
	*			Marketing Department	Business Administration	<b>A.M. Muhammad Ahmad Mahmoud</b>
	*			Marketing Department	Business Administration	<b>Dr. Ahmed Youssef Fathi</b>
	*			Methods of teaching English	Teaching methods	<b>Mr. Rafal Mahmoud Jassim</b>
	*			Marketing Department	Business Administration	<b>Dr. Younis Ahmed Khalil</b>
	*			Marketing Department	Business Administration	<b>Dr. Maha Mustafa Jankir</b>
	*			Marketing Department	Business Administration	<b>Dr. Hind Khader Ahmed</b>
	*			Marketing Department	Business Administration	<b>Dr. Mustafa Abi Saeed Ahmed</b>
	*			Marketing Department	Business Administration	<b>Dr. Bahaa Habib Mahmoud</b>
	*			Marketing Department	Business Administration	<b>Dr. Abdul Bari Abdul Majeed Ahmed</b>
	*			Marketing Department	Business Administration	<b>Shaimaa Nazem Hamdoun</b>
	*			Marketing Department	Business Administration	<b>Tuqa Abdul Nafi Taha</b>
	*			Marketing Department	Marketing Department	<b>Najdat Mustafa Musayeb</b>
	*			Computer Science	Computer Science	<b>Ibtisam Karim Turki</b>
	*			Marketing Department	Marketing Department	<b>Yasser Mohamed Ibrahim</b>
*				Accounting	Accounting	<b>M.M. Asma Salem Mohammed Ali</b>
				Marketing Department	Marketing Department	<b>Shaimaa Ahmed Mahmoud Hammoudi</b>
				Marketing Department	Business Administration	<b>Maryam Ayad Yousef</b>

				Marketing Department	Marketing Department	<b>Hadeel Ahmed Khalaf</b>
				Marketing Department	Marketing Department	<b>Mustafa Faisal Saeed</b>
				Marketing Department	Marketing Department	<b>Marwa Mohammed Qasim</b>
				Marketing Department	Marketing Department	<b>Ali Saad Aaid</b>

## Professional Development

### Orienting new faculty members

1. Passing a teaching methods course.
2. Enrolling them in development and educational courses.
3. Introducing them to lectures as assistants with a senior professor.

### Professional development of faculty members

1. The required scientific research during a single calendar year.
2. Various conferences, workshops and seminars
3. Their proposals regarding the development of scientific vocabulary.
4. Their annual evaluation and passing the acceptable grade in the evaluation

## 7. Admission standard

### Central Admission + Evening Studies

## 8. Key sources of information about the program

The website of the department within the College of Administration and Economics / University of Mosul

## 9. Program development plan

Assistant Professor Dr. Mohammed Mahmoud Hamed Al-Mallahseen, Head of Department, participated in a ministerial committee to develop the curricula of Colleges of Administration and Economics, specifically the curricula of the Marketing Management Department, at the level of Colleges of Administration and Economics in Iraqi universities, pursuant to Ministerial Order No. T3/2199 on 19/3/2023

## Program Skills Plan

### outputs Learning Required from The program

Values	Skills	Knowledge				
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C4	C3	C2	C1	for4	for3	for2	for1	A4	A3	A2	A1	Essential or optional	The course name	The course code	Year Level
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Business 1	AEMM 24-101	<b>Year First / course the first</b>
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Marketing 1	AEMM 24-102	
*	*	*	*	*	*	*	*	*	*	*	*	essential	count 1	AEMM 24-103	
*	*	*	*	*	*	*	*	*	*	*	*	essential	accounting Finance 1	AEMM 24-104	
*	*	*	*	*	*	*	*	*	*	*	*	essential	economy partial 1	AEMM 24-105	
*	*	*	*	*	*	*	*	*	*	*	*	essential	language Arabic	AEMM 24-106	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Headway (Beginner)	AEMM 24-107	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Business 2	AEMM 24-108	<b>Year First / course the second</b>
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Marketing 2	AEMM 24-109	
*	*	*	*	*	*	*	*	*	*	*	*	essential	count 2	AEMM 24-110	
*	*	*	*	*	*	*	*	*	*	*	*	essential	accounting Finance 2	AEMM 24-111	
*	*	*	*	*	*	*	*	*	*	*	*	essential	economy All 2	AEMM 24-112	
*	*	*	*	*	*	*	*	*	*	*	*	essential	basics computer	AEMM 24-113	
*	*	*	*	*	*	*	*	*	*	*	*	essential	rights man and democracy	AEMM 24-114	
*	*	*	*	*	*	*	*	*	*	*	*	essential	marketing Services (1)	AEMM 24-201	<b>Year Second / course the first</b>
*	*	*	*	*	*	*	*	*	*	*	*	essential	Supplies Marketing	AEMM 24-202	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Product	AEMM 24-203	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Pricing	AEMM 24-204	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Administration strategy	AEMM 24-205	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Methods amount in Marketing	AEMM 24-206	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Applications Office (Word & PowerPoint)	AEMM 24-207	

*	*	*	*	*	*	*	*	*	*	*	*	essential	marketing Services (2)	AEMM 24-208	<b>Year Second / course the second</b>
*	*	*	*	*	*	*	*	*	*	*	*	essential	distribution	AEMM 24-209	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Promotion	AEMM 24-210	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration The sign Commercial and status mentality	AEMM 24-211	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Sales	AEMM 24-212	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Headway (elementary)	AEMM 24-213	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Applications Office ((Excel)	AEMM 24-214	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing Global	AEMM 24-301	<b>Year Third / Course the first</b>
*	*	*	*	*	*	*	*	*	*	*	*	essential	Research marketing	AEMM 24-302	
*	*	*	*	*	*	*	*	*	*	*	*	essential	behavior consumer	AEMM 24-303	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Risks Marketing	AEMM 24-304	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Headway (pre-intermediate)	AEMM 24-305	
*	*	*	*	*	*	*	*	*	*	*	*	essential	basics Internet	AEMM 24-306	
*	*	*	*	*	*	*	*	*	*	*	*	essential	systems information Marketing	AEMM 24-307	<b>Year Third / course the second</b>
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Knowledge Marketing	AEMM 24-308	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Organizations Marketing	AEMM 24-309	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Quality Marketing	AEMM 24-310	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Negotiation	AEMM 24-311	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Applications Statistics in Marketing	AEMM 24-312	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Curricula Search Scientific	AEMM 24-313	
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration	AEMM 24-401	

													Relationships customers			
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	studies Marketing contemporary (1)	AEMM 24-402	<b>Year Fourth / course the first</b>
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	rules Data Marketing	AEMM 24-403	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing agricultural	AEMM 24-404	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing pharmaceutical	AEMM 24-405	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing The athlete	AEMM 24-406	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Responsibility social and ethics For marketing	AEMM 24-407	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	studies Marketing contemporary (2)	AEMM 24-408	<b>Year Fourth / course the second</b>
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Strategies Marketing	AEMM 24-409	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing electronic	AEMM 24-410	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing tourist and the hotel	AEMM 24-411	
*	*	*	*	*	*	*	*	*	*	*	*	*	essential	Headway (intermediate )	AEMM 24-412	

- Please situation signal in squares Interview For outputs Learning Individual from The program Subject For evaluation

