

Course Description Form

Management and Economics College: University: Mosul
Department or branch: Marketing Management

1. Course name and academic level
Contemporary Marketing Studies / Master's / First Course
2. Course code
AEMM25_F601
3. Semester/Year (First Semester/Master's)
2025-2026
4. Date this description was prepared
1/9/2025
5. Available forms of attendance
Student attendance
6. Number of study hours (total) / Number of units (total)
3
7. Name of the course supervisor (if more than one name is mentioned) and academic title.
Name: Assistant Professor Dr. Mohammed Mahmoud Hamed Al-Mallahsan Email: Mohamed_almola@uomosul.edu.iq
8. Course objectives
It aims to introduce the student to contemporary marketing concepts in the science of marketing management and to work on developing his analytical and critical skills and the correct construction of these concepts.
9. Teaching and learning strategies
The teaching and learning strategies in the course are based on:Contemporary Marketing StudiesIt combines theoretical and practical aspects and their role in achieving marketing efficiency. Interactive lectures are used to present basic concepts such asEntrepreneurial marketing, interactive marketingIt also relies on project-based learning, where students are tasked with analyzing real-life cases of companies and their management practices.MarketingCollaborative learning is



activated through discussing challenges. Contemporary Marketing Working in teams, and analyzing case studies to develop analytical thinking and decision-making skills. Strategies also include student presentations, the use of digital media to support self-directed learning, and the implementation of short-term classroom activities such as designing a supply network or evaluating the efficiency of a logistics system. Additionally, ongoing academic mentorship is provided to guide students through projects and practical applications.

10. Course structure

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	week
Daily questions	Presentation and participation	General Introduction to Marketing Management	TheoryAnd the field	2	1
Daily questions	Presentation and participation	Generational Marketing	TheoryAnd the field	2	2
Daily questions	Presentation and participation	Marketing Dashboard	TheoryAnd the field	2	3
Daily questions	Presentation and participation	Marketing scientific output	TheoryAnd the field	2	4
Daily questions	Presentation and participation	Self-marketing	TheoryAnd the field	2	5
Daily questions	Presentation and participation	Marketing savvy	TheoryAnd the field	2	6
Daily questions	Presentation and participation	Pink Marketing	TheoryAnd the field	2	7
Daily questions	Presentation and participation	Marketing Vigilance	TheoryAnd the field	2	8
Daily questions	Presentation and participation	Market orientation	TheoryAnd the field	2	9
Daily questions	Presentation and participation	Smart Marketing	TheoryAnd the field	2	10
Daily questions	Presentation and participation	Renewable energy marketing	TheoryAnd the field	2	11
Daily questions	Presentation and participation	Customer carbon footprint	TheoryAnd the field	2	12
Daily questions	Presentation and participation	Sensory marketing	TheoryAnd the field	2	13



Daily questions	Presentation and participation	sensory marketing	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 30 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc., and finally the semester exam out of 70.

12. Learning and teaching resources

	Required textbooks (methodology if any)
Theses, dissertations and scientific books	Main References (Sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites
14%	Curriculum update rate

Name and signature of the decision holder

Name and signature of the head of the department or branch

Asst. Prof. Dr. Mohammed Mahmoud Hamed Al-Mallahsan


 الأستاذ المساعد الدكتور
 بشائر زكريا التوماني


 د. محمد محمود حامد



University: Mosul

College: Management and Economics

Department or branch: Marketing

Course Description Form

1. Course name and academic level

Product Strategy and Brand/ Higher Studies / Master Program

2. Course code

AFMM26-6021

3. Semester/Year

2025/2026 / Course 1

4. Description Preparation Date:

1/9/2025

5. Available Attendance Forms:

Attendance, interactive Screen, CLASS ROOM

6. Number of Credit Hours (Total) / Number of Units (Total)

3

7. Course administrator's name (mention all, if more than one name)

Name: Prof. Dr. Munther Khuder Yaqoob

Gmail: monther_khuder@uomosul.edu.iq

8. Course objectives

Course objectives

The course aims to introduce the concept of current and new products, and the strategies followed by organizations in marketing the product, especially in light of the changing external environment and the current developments accompanying it. It also aims to introduce the strategies of the product life cycle, product design decisions, and the reasons for the success and failure of the product in the market. In addition, it aims

to introduce the concept of the brand, its importance, dimensions, management, strategies, and steps for building it in light of the existing competition and the changes surrounding production and marketing organizations. It also presents a number of case studies for both products and brands in the local and global markets.

9. Teaching and learning strategies

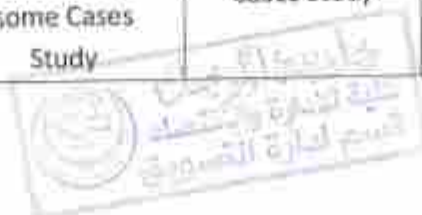
Strategy: Knowledge of product and brand strategies, knowledge of the stages of preparing them and developing marketing plans to market products, and training graduate students to prepare a marketing plan for production and service organizations.

10. Course structure

week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	Understanding the concept of the product, its importance, and steps to develop it	The concept of the product, its importance, and steps to develop it	Daily and Theoretical Assignments	Exams, and Participation
2	3	Understanding the Consumer adoption of new products The spread of	Consumer adoption of new products The spread of	Daily and Theoretical Assignments	Exams, and Participation
3	3	Understanding The Innovations and the importance	The Innovations and the importance	Daily and Theoretical Assignments	Exams, and Participation
4	3	Understanding The forms of new product innovation curves	The forms of new product innovation curves	Daily and Theoretical Assignments	Exams, and Participation
5	3	Understanding Product life cycle Strategies	Product life cycle Strategies	Daily and Theoretical Assignments	Exams, and Participation



6	3	Understanding the Reasons for the success and failure of new Products	Reasons for the success and failure of new Products	Daily and Theoretical Assignments	Exams, and Participation
7	3	Understanding the Product design decisions (goods and Services)	Product design decisions (goods and Services)	Daily and Theoretical Assignments	Exams, and Participation
8	Monthly Exam 1				Scientific Reports, and Final Exam
9	3	Understanding the Brand concept and its importance	Brand concept and its importance	Daily and Theoretical Assignments	Exams, and Participation
10	3	Understanding the Brand dimensions and marketing steps	Brand dimensions and marketing steps	Daily and Theoretical Assignments	Exams, and Participation
11	3	Understanding the Brand building condition	Brand building condition	Daily and Theoretical Assignments	Exams, and Participation
12	3	Understanding the Brand strategies	Brand strategies	Daily and Theoretical Assignments	Exams, and Participation
13	3	Understanding the Brand management	Brand management	Daily and Theoretical Assignments	Exams, and Participation
14	3	Understanding the Criteria for selecting brand elements	Criteria for selecting brand elements	Daily and Theoretical Assignments	Exams, and Participation
15	3	Understanding and training of some Cases Study	Cases Study	Daily and Theoretical Assignments	Exams, and Participation



16	Monthly Exam 2	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)	Main sources: Khader, Muhammad, (2020), "Product and Brand Management," Syrian University. Auxiliary sources: Ashwani Panesar, (2022), "Product and Brand Management", India.
Recommended supporting books and references (scientific journals, reports...)	No
Electronic references, websites	www.amazon.com
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

Assist. Prof. Muhammed Ahmed Mahmood



Course Description Form

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

1. Course name and academic level	
Smart marketing	
2. Course code.	
AEMM26-F6031	
3. semester/year	
2025/2026	
4. Date this description was prepared	
2026/1/1	
5. Available attendance forms	
My presence and interaction	
6. Number of study hours (total) / Number of units (total)	
Two hours	
7. Name of the course supervisor (if more than one name is mentioned) and academic title	
Assistant Professor Mohammed Ahmed Mahmoud Al-Hamami	
Email:	
mohamed_alhamamy@uomosul.edu.iq	
8. Course objectives	
Course objectives	This course focuses on the concepts of smart marketing, and graduate students learn how smart marketing affects the achievement of marketing organizations' goals, especially in light of strong competition between organizations, as well as becoming familiar with its strategy.
9. Teaching and learning strategies	
Strategy:	1. Delivering simplified and structured theoretical lectures.



2. Analyzing real-world case studies to apply the concepts.
3. Providing practical training on smart marketing tools.
4. Facilitating interactive learning through discussions and group activities.
5. Assigning students applied projects and presentations.
6. Conducting short quizzes and periodic assignments to reinforce progress.

Course structure .10

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	Week
Oral questions, daily exams, and discussion	Theoretical	The theoretical and intellectual framework of smart marketing	knowledge	2	1
Oral questions, daily exams, and discussion	Theoretical	Neuromarketing	knowledge	2	2
Oral questions, daily exams, and discussion	Theoretical	Value-based marketing	knowledge	2	3
Oral questions, daily exams, and discussion	Theoretical	Cyber marketing	knowledge	2	4
Oral questions, daily exams, and discussion	Theoretical	Instant or real-time marketing	knowledge	2	5
Oral questions, daily exams, and discussion	Theoretical	Proactive marketing	knowledge	2	6
Oral questions, daily exams, and discussion	Theoretical	Predictive marketing	knowledge	2	7
Oral questions, daily exams, and discussion	Theoretical	First exam	knowledge	2	8
Oral questions, daily exams, and discussion	Theoretical	Personalized customer experience	knowledge	2	9
Oral questions, daily exams, and discussion	Theoretical	Smart marketing strategy	knowledge	2	10



Oral questions, daily exams, and discussion	theoretical	The smart customer	knowledge	2	11
Oral questions, daily exams, and discussion	theoretical	Smart marketing automation	knowledge	2	12
Oral questions, daily exams, and discussion	theoretical	Multichannel marketing to integrated channel marketing	knowledge	2	13
Oral questions, daily exams, and discussion	theoretical	Ultra customization	knowledge	2	14
Second exam				2	15

II 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.

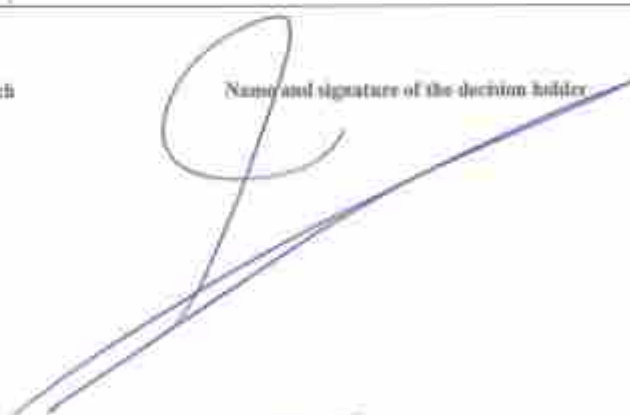
12. Learning and teaching resources

Lecture group	Required textbooks (methodology if any)
	Main References (Sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites
	Curriculum update rate

Name and signature of the head of the department or branch


 الأستاذ المساعد الدكتور
 بشائر زكريا الشويحي

Name and signature of the decision holder





Course description template

University: Mosul

College: Administration and Economics

Department/Branch: Marketing Management

1. Course name and academic level

Sales Management / Master's Program

2. Course Code

AEMM26_F6011

3. Term/Year

2025-2026

4. Date this description was prepared

2026/1/8

5. Available attendance formats

My presence in the classroom

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

Number of hours: 2 / Number of units: 2

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

Name: Dr. Bashar Thaker Saleh E.mail: bashar_thaker@uomosul.edu.iq

8. Course Objectives

Introducing students to the fundamentals of sales and the most important developments in the field of sales
To familiarize students with the nature of the relationship between sales management and other marketing concepts
To enhance students' knowledge of the most important modern specializations in sales management, including e-sales

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	In person	Sales		2	the first

brainstorming sessions		management concept			
Discussion and brainstorming sessions	In person	Importance, objectives, and characteristics of sales management		2	the second
Discussion and brainstorming sessions	In person	Elements of successful sales management		2	the third
Discussion and brainstorming sessions	In person	Sales department position in the organizational structure		2	Fourth
Discussion and brainstorming sessions	In person	Sales management strategies		2	Fifth
Discussion and brainstorming sessions	In person	Salesman skills		2	Sixth
Discussion and brainstorming sessions	In person	Sales Manager Responsibilities		2	Seventh
Discussion and brainstorming sessions	In person	Requirements for implementing successful sales management		2	Eighth
Discussion and brainstorming sessions	In person	Sales organization and planning		2	Ninth
Discussion and brainstorming sessions	In person	Sales Management Performance Measurement		2	tenth
Discussion and brainstorming sessions	In person	The role of sales management in achieving market share		2	eleventh
Discussion and brainstorming	In person	The role of sales management in promoting		2	twelfth

sessions		innovation and creativity			
Discussion and brainstorming sessions	In person	The concept of e-commerce and its importance		2	thirteenth
Discussion and brainstorming sessions	In person	,Dimensions requirements, and types of e-commerce		2	fourteenth
Discussion and brainstorming sessions	In person	Midterm exam		2	fifteenth

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
%10	Curriculum update rate



Name and signature of the course instructor

Signature of the course instructor
 الأستاذ المساعد الدكتور
 بشائر زكي النوراني

Name and signature of the head of department or branch

Signature of the head of department or branch
 الأستاذ المساعد الدكتور
 بشائر زكي النوراني

University: Mosul

College: Management and Economics

Department or branch: Marketing

Course Description Form

1. Course name and academic level					
Master's in International Marketing					
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 international marketing The international marketing environment The international product		
9. Teaching and learning strategies					
Strategy:			Brainstorming, case studies, discussion Group learning		
10. Course structure					
week	hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Cognitive	Introduction to International Marketing	lecture	Participation of attendees
2	2	Cognitive	Management Approaches of International	Lecture	Participation of attendees
3	2	Cognitive	Motives for entering international markets	lecture	exam
4	2	Theoretical	Economic environment	lecture	attendees
5	2	Cognitive	Global economic systems	Discussion Asking questions	Participation

6	2	Cognitive	Social and cultural environment	lecture	attendees
7	2	Theoretical	trade environment	lecture	Participation
8	2	Cognitive	International trade agreements	Discussion Asking questions	Participation
9	2	Theoretical	International product	lecture	attendees
10	2	Cognitive	International pricing	lecture	Participation
11	2	Theoretical	Marketing research and marketing information systems	Discussion Asking questions	Participation
12	2	Cognitive	Market segmentation	lecture	attendees
13	2	Theoretical	International distribution	lecture	Participation
14	2	Cognitive	Study cases	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)	Wern G. Can Bach , Global Marketing Management
Recommended supporting books and references (scientific journals, reports...)	
Electronic references, websites	
Curriculum update rate	15%

Name and signature
of the decision holder

د. لؤي جابر الله ضليح

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

1. Course name and academic level

Consumer Behavior / Higher Studies / Master Program

2. Course code

AEMM26-6071

3. Semester/Year

2025/2026 / Course 2

4. Description Preparation Date:

1/1/2026

5. Available Attendance Forms:

Attendance, interactive Screen, CLASS ROOM

6. Number of Credit Hours (Total) / Number of Units (Total)

2

7. Course administrator's name (mention all, if more than one name)

Name: Prof. Dr. Munther Khuder Yaqoob

Gmail: munther_khuder@uomosul.edu.iq

8. Course objectives

Course objectives

This course aims to introduce the concept of consumer behavior and the importance of studying consumer behavior, consumer behavior models, factors influencing consumer behavior, the purchasing decision-making process, marketing strategies and the marketing mix related to consumer behavior, consumer protection and the social responsibility of organizations towards consumers, especially in light of the diversity of products and brands, as well as identifying the differences and characteristics between the end consumer and the customer or client, as well as identifying the concept of product diffusion and adoption, identifying the concept of digital consumer behavior, the relationship between digital transformation, consumer behavior and artificial intelligence systems, and other topics related to the study of consumer behavior.

9. Teaching and learning strategies

Strategy:	Understanding consumer behavior concepts and the recent developments that have accompanied them, which have led to a change in the lifestyle and behavior of consumers, understanding consumer behavior study models and comparing them, as well as identifying appropriate marketing strategies to meet consumer needs and desires, as well as identifying consumer protection concepts, social and ethical responsibility, the differences and characteristics between the end consumer and the customer or client, and identifying the concept of the digital consumer in light of current technological developments.
-----------	---

10. Course structure

week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	Understanding The concept and definition of consumer behavior, the difference between a consumer and a customer, the managerial perspective on consumer behavior, and the consumer's perspective on consumer behavior (the economic human, the passive human, the cognitive human, and the emotional human).	The concept and definition of consumer behavior	Daily and Theoretical Assignments	Exams, and Participation
2	3	Understanding the Factors influencing consumer behavior (psychological, personal, and social).	Factors influencing consumer behavior	Daily and Theoretical Assignments	Exams, and Participation
3	3	Understanding the Consumer research and information systems.	Consumer research and information systems.	Daily and Theoretical Assignments	Exams, and Participation
4	3	Understanding the impact of culture on consumer behavior, characteristics of culture, measuring personal cultural influence, and the process of opinion leadership.	The impact of culture on consumer	Daily and Theoretical Assignments	Exams, and Participation

			r behavior		
5	3	Understanding the Consumer protection and social responsibility.	Consumer protection and social responsibility.	Daily and Theoretical Assignments	Exams, and Participation
6	3	Understanding the consumer purchasing decision-making process.	The consumer purchasing decision-making process.	Daily and Theoretical Assignments	Exams, and Participation
7	3	Understanding the Comprehensive models of consumer decision-making: the Nicosia model, the Howard-Sheth model, and the Engel-Colat-Blackwell model.	Comprehensive models of consumer decision-making	Daily and Theoretical Assignments	Exams, and Participation
8	Monthly Exam 1				Scientific Reports, and Final Exam
9	3	Understanding the diffusion of innovations.	The diffusion of innovations.	Daily and Theoretical Assignments	Exams, and Participation
10	3	Understanding the adoption process Characteristics of the innovative consumer.	The adoption process Characteristics of the innovative	Daily and Theoretical Assignments	Exams, and Participation

			consume r.		
11	3	Understanding the Applications in for-profit and non-profit organizations.	Applica tions in for- profit and non- profit organiza tions.	Daily and Theoretical Assignments	Exams, and Participation
12	3	Understanding the concept of the digital consumer.	The concept of the digital consume r.	Daily and Theoretical Assignments	Exams, and Participation
13	3	Understanding the Digital transformation and consumer behavior.	Digital transfor mation and consume r behavior	Daily and Theoretical Assignments	Exams, and Participation
14	3	Understanding the Customer experience.	Custome r experien ce.	Daily and Theoretical Assignments	Exams, and Participation
15	3	Understanding and training the Case studies.	Case studies.	Daily and Theoretical Assignments	Exams, and Participation
16	Monthly Exam 2				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)	Consumer Behaviour / 2020 Dr. Saraju Prasad more articles and research in Consumer Behaviour 2024/2025
Recommended supporting books and references (scientific journals, reports...)	No
Electronic references, websites	www.amazon.com
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

Assist. Prof. Dr. Ahmed Yousif



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.	
3. semester/year	
2025/2026	
4. Date this description was prepared	
2026/1/1	
5. Available attendance forms	
My presence and my interaction	
6. Number of study hours (total) / Number of units (total)	
Two hours	
7. Name of the course supervisor (if more than one name is mentioned) and academic title	
Assistant Professor Mohammed Ahmed Mahmoud Al-Hamami	
Email: mohamed_alhamamy@uomosul.edu.iq	
8. Course objectives	
Course objectives	This course focuses on the concepts of relationship marketing and customer relationship management. Graduate students learn how customer relationship management (CRM) impacts the achievement of organizational marketing objectives, particularly in light of the intense competition among organizations. They also learn about its objectives, benefits, models, strategies, characteristics, sources, and stages. They also learn about customer databases, electronic CRM, and marketing automation. Case studies are presented



that illustrate the growth, market penetration, and expansion of organizations through their focus on CRM in their marketing decisions and in meeting needs and desires.

9. Teaching and learning strategies

Strategy:

1. Providing simplified and structured theoretical lectures.
2. Analyzing real-life case studies to apply the concepts.
3. Practical training on customer relationship management tools.
4. Encouraging interactive learning through discussions and group activities.
5. Assigning students practical projects and presentations.
6. Conducting short tests and periodic assignments to enhance follow-up.

Course structure .10

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	Week
Oral questions, daily exams, and discussion	Theoretical	What is customer relationship management	knowledge	2	1
Oral questions, daily exams, and discussion	Theoretical	Integrated Customer Data Sources	knowledge	2	2
Oral questions, daily exams, and discussion	Theoretical	Analyzing Sentiment and Emotions from Customer Data	knowledge	2	3
Oral questions, daily exams, and discussion	Theoretical	Improving Customer Lifetime Value	knowledge	2	4
Oral questions, daily exams, and discussion	Theoretical	Conversational Marketing and Chatbots in	knowledge	2	5

		Relationship Management			
Oral questions, daily exams, and discussion	Theoretical	Integrating Relationship Management with the Internet of Things	knowledge	2	6
Oral questions, daily exams, and discussion	Theoretical	Models for Predicting Customer Migration and Proactive Retention	knowledge	2	7
Oral questions, daily exams, and discussion	Theoretical	Predictive Analytics in CRM	knowledge	2	8
Oral questions, daily exams, and discussion	Theoretical	Customer Behavior Analysis Using AI and Machine Learning	knowledge	2	9
Oral questions, daily exams, and discussion	Theoretical	Deep Learning-Based Customer Behavior Modeling	knowledge	2	10
Oral questions, daily exams, and discussion	theoretical	Customer Journey Management in Omnichannel Environments	knowledge	2	11
Oral questions, daily exams, and discussion	theoretical	Blockchain for Customer Data Security	knowledge	2	12
Oral questions, daily exams, and discussion	theoretical	Generative AI for Customer Interactions	knowledge	2	13
Oral questions, daily exams, and discussion	theoretical	Recapturing Lost Customers	knowledge	2	14
		Second exam		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)



<p>Kotler, Philip, (2018), "Marketing Management", 11th edition, McGraw-Hill, U.S.A. Francis Arthur Buttle and Stan Maklan, Customer Relationship Management: Concepts and Technologies, January 2015 DOI:10.4324/9781351016551</p> <p>Abu Bakr Bou Salem Lecture Collection, 2019</p> <p>Customer Relationship Management Lectures, 2021, Group of Authors Lectures and Research Collection, 2024</p>	<p>Main References (Sources)</p>
<p>Mahmoud Jassim Al-Sumaidaie and others, (2020), Customer Relationship Management, First Edition, Al-Yazouri Publishing and Distribution House, Amman, Jordan</p>	<p>Recommended supporting books and references (scientific journals, reports...)</p>
	<p>Electronic references, websites</p>
	<p>Curriculum update rate</p>

Name and signature of the head of the department or branch

Name and signature of the decision holder



Course Description Form

University: Mosul

:College Administration and Economics

Department or Branch: Marketing Management

1. Course name and academic level

Environmental and Sustainable Marketing / Master's / Second Course

2. Course code

AEMM25_F607

3. Semester/Year (First Semester/Master's)

2025-2026

4. Date this description was prepared

2026/1/15

5. Available forms of attendance

Student attendance

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

2

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

Name: Assistant Professor Dr. Mohammed Mahmoud Hamed Al-Mallahsan

Email: Mohamed_almola@uomosul.edu.iq

8. Course objectives

It aims to introduce students to environmental and sustainable marketing and to work on building an idea and a basic foundation aimed at constructing an integrated model of marketing concepts that seek to preserve the environment

9. Teaching and learning strategies

The teaching and learning strategies in the Environmental and Sustainable Marketing course are based on an integrated link between theoretical frameworks and applied practices, enhancing students' awareness of environmental sustainability issues and the role of marketing in supporting them. Interactive lectures are used to introduce key concepts such as green marketing, corporate social responsibility, and environmental consumer behavior, while employing real-



life examples of sustainable campaigns. It relies on project-based learning, where students are tasked with developing marketing plans for environmentally friendly products or services and analyzing the strategies of local and global companies in adopting sustainable practices. Collaborative learning is also leveraged by discussing sustainable marketing challenges within teams and analyzing environmental case studies to develop critical thinking and decision-making skills. Strategies also include student presentations to showcase project results and innovative marketing ideas, and the use of digital media such as videos and interactive content to support self-learning and deepen understanding. Short applied classroom activities are implemented, such as evaluating environmental marketing campaigns or designing sustainable awareness content, along with ongoing academic guidance to guide students in developing their applied and research outcomes.

10. Course structure

Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	week
Daily questions	Presentation and participation	Social Responsibility of Marketing	Theory and field	2	1
Daily questions	Presentation and participation	Ethical Responsibility of Marketing	Theory and field	2	2
Daily questions	Presentation and participation	Green Marketing Concepts and Foundations	Theory and field	2	3
Daily questions	Presentation and participation	Dimensions of green marketing	Theory and field	2	4
Daily questions	Presentation and participation	Environmental Marketing	Theory and field	2	5
Daily questions	Presentation and participation	Enlightened Marketing	Theory and field	2	6
Daily questions	Presentation and participation	Sustainable Marketing Foundations and Concepts	Theory and field	2	7
Daily questions	Presentation and participation	Dimensions of sustainable marketing	Theory and field	2	8
Daily questions	Presentation and participation	Consumer protection	Theory and field	2	9
Daily questions	Presentation and participation	Environmental pollution and its effects on marketing activities	Theory and field	2	10



Daily questions	Presentation and participation	Environmental impacts of marketing activities	Theory and field	2	11
Daily questions	Presentation and participation	Sustainable vs, Conventional Brands: Comparative Studies	Theory and field	2	12
Daily questions	Presentation and participation	green consumer behavior	Theory and field	2	13
Daily questions	Presentation and participation	Protecting consumers from environmental misinformation	Theory and field	2	14
Model answer	Questions	Midterm exam	Quarterly evaluation	2	15

11. Course Evaluation and Grade Divisions

The grade is distributed out of 30 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc., and .finally the semester exam out of 70

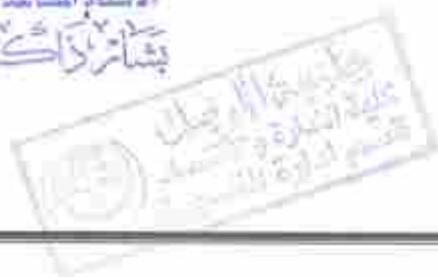
12. Learning and teaching resources

	Required textbooks (methodology if any)
Theses, dissertations and scientific books	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
and signature of the head of the department or branch
Asst. Prof. Dr. Mohammed Mahmoud Hamed Al-Mallahsan

Name

الإدارة العامة للتعليم
بشأن مركز التوثيق



محمد محمود هادي
2024


University: Mosul

College: Management and Economics

Department or branch: Marketing

Course Description Form

1. Course name and academic level	
Digital Marketing	
2. Course code	
3. Semester/Year	
Second	
4. Description Preparation Date:	
29/1/2026	
5. Available Attendance Forms:	
Immanence	
6. Number of Credit Hours (Total) / Number of Units (Total)	
30	
7. Course administrator's name (mention all, if more than one name)	
Prof. Dr. Alaa Abdul Salam Alhamadany Email: alaa_abdulsalam@uomosul.edu.iq	
8. Course objectives	
Course objectives	<ol style="list-style-type: none">1- Building students' skills in digital marketing2- Reviewing modern concepts in digital marketing3- Presenting case studies that reflect modern global trends in the field of digital marketing4- Enabling students to address digital marketing problems locally and globally through seminars presented by them



9. Teaching and learning strategies

Strategy:

1. Learning through slide presentations of program topics
2. Seminars covering modern marketing ideas
3. Discussions on presented marketing problems
4. Brainstorming sessions by dividing students into research teams
5. Interactive learning through lectures in classrooms

10. Course structure

week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		Introduction to Digital Marketing and Analytics	Open discussions and dialogues	Tests Seminar Discussions
2	2		Digital Marketing	Open discussions and dialogues	Tests Seminar Discussions
3	2		Digital Marketing Environment	Open discussions and dialogues	Tests Seminar Discussions
4	2		Digital Customer	Open discussions and dialogues	Tests Seminar Discussions
5	2		Digitalized Business Environment	Open discussions and dialogues	Tests Seminar Discussions
6	2		Digital Marketing Strategy	Open discussions and dialogues	Tests Seminar Discussions
7	2		Digital Marketing Models	Open discussions and dialogues	Tests Seminar Discussions
8	2		Digital Marketing Channels	Open discussions	Tests Seminar

				and dialogues	Discussions
9	2		Midterm Exam.	Open discussions and dialogues	Tests Seminar Discussions
10	2		Digital Marketing Practice	Open discussions and dialogues	Tests Seminar Discussions
11	2		digital platforms	Open discussions and dialogues	Tests Seminar Discussions
12	2		Digital Customer Experience Management	Open discussions and dialogues	Tests Seminar Discussions
13	2		Digital Marketing Mix	Open discussions and dialogues	Tests Seminar Discussions
14	2		Case Study	Open discussions and dialogues	Tests Seminar Discussions
15	2		Final Exam.	Open discussions and dialogues	Tests Seminar Discussions

11. Course Evaluation and Grade Divisions

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and teaching resources

Required textbooks (methodology if any)


Main References (Sources)

1-Chaffey , Dave , 2022,Digital Marketing , 8th ed , pearson education published , London,U.K.
 2-Feroz ,A.,Khan,F.and Marshall Sponder, 2024,Digital Analytics for marketing, 2nd ed .,Routledge Taylor of Francis Group, New York, U.S.A.

Recommended supporting books and references (scientific journals, reports...)




Electronic references, websites	
Curriculum update rate	20%


Name and signature
of the decision holder

prof. Dr. Alaa Abdul Salam Alhamadany

1/2/2026


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

1. Course name and academic level	
Scientific Research Methodology and Quantitative Statistics	
2. Course code	
3. Semester/Year	
Second Semester / 2025–2026	
4. Description Preparation Date:	
01/02/2026	
5. Available Attendance Forms:	
Full-time (in-person) – Classroom lectures and computer lab sessions	
6. Number of Credit Hours (Total) / Number of Units (Total)	
30/30	
7. Course administrator's name (mention all, if more than one name)	
Dr. ahmed yusif fathee albjaree ahmed_yosif@uomosul.edu.iq	
8. Course objectives	
Course objectives	<p>This course aims to:</p> <ul style="list-style-type: none">• Introduce students to the principles of scientific and evidence-based research.• Develop the ability to formulate research questions and hypotheses.• Explain research designs (descriptive, observational, experimental).• Teach methods of data collection, classification, and summarization.• Apply descriptive and inferential statistics in solving real problems.• Use statistical software for data analysis and interpretation.• Enable students to report, write, and critically evaluate research studies.

9. Teaching and learning strategies

Strategy:

- Interactive lectures
- Practical lab sessions using statistical software
- Case studies and real datasets
- Group discussions
- Assignments and mini research projects
- Problem-solving exercises

10. Course structure

Hours	Evaluation method	Learning method	Required Learning Outcomes	Unit or subject name	Week
2	Quiz	Lecture	Understand research concepts and evidence-based research	Introduction to scientific research	1
2	Assignment	Lecture + exercise	Formulate descriptive and relational RQs	Types of research & research questions	2
2	Quiz	Lecture	Identify variables and scales	Variables & measurement	3
2	Test	Lecture	Understand validity and bias	Research design fundamentals	4
2	Homework	Lecture + practice	Apply sampling techniques	Sampling methods	5
2	Assignment	Lecture + lab	Design questionnaires and protocols	Data collection methods	6
2	Quiz	Lab	Distinguish qualitative vs quantitative data	Data classification	7
2	Practical test	Lab	Compute means, variation, graphs	Descriptive statistics	8
2	Assignment	Lecture + lab	Compare means and proportions	Comparing groups	9
2	Quiz	Lab	Analyze relationships between variables	Correlation and regression	10
2	Test	Lecture	Understand probability rules	Probability basics	11
2	Quiz	Lecture	Explain standard error & distributions	Sampling distributions	12
2	Assignment	Lab	Estimate parameters	Confidence intervals	13
2	Practical	Lab	Conduct statistical tests	Hypothesis testing	14
2	Project	Presentation	Write and present research reports	Reporting & research writing	15


11. Course Evaluation and Grade Divisions

- Quizzes: 10%
- Assignments/Homework: 15%
- Practical/Lab work: 15%
- Midterm Exam: 20%
- Research project/Presentation: 10%
- Exam: 30%


Total: 100%

12. Learning and teaching resources

Required textbooks (methodology if any)	Dunn, P. (2025). <i>Scientific Research and Methodology: An Introduction to Quantitative Research and Statistics</i> . CRC Press.
Main References (Sources)	<ul style="list-style-type: none">• Research design and statistics lecture notes• Statistical software manuals
Recommended supporting books and references (scientific journals, reports...)	<ul style="list-style-type: none">• Introductory Statistics textbooks• Scientific journals in research methodology• Case-study reports
Electronic references, websites	<ul style="list-style-type: none">• Online statistical tutorials• R / jamovi / SPSS resources• Open datasets for practice
Curriculum update rate	14%


Name and signature
of the decision holder

Dr. ahmed yusif fathee albjaree


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

1. Course name and academic level					
Master's in Marketing crisis management					
2. Course code					
3. Semester/Year					
2026 The second course					
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 a crisis and its stages Similar concepts to a crisis and their differences Requirements for managing a marketing crisis		
9. Teaching and learning strategies					
Strategy:			Brainstorming, case studies, discussion Group learning		
10. Course structure					
week	hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Cognitive	The concept of crisis and related concepts	lecture	Participation of attendees
2	2	Cognitive	Types of crises	Lecture	Participation of attendees
3	2	Cognitive	Causes of crises	lecture	exam
4	2	Theoretical	Historical development of crisis management	lecture	attendees
5	2	Cognitive	Stages of crisis development	Discussion Asking questions	Participation
6	2	Cognitive	Obstacles to successful crisis management	lecture	attendees

7	2	Theoretical	Crisis management strategies	lecture	Participation
8	2	Cognitive	Information and Crisis Management	Discussion Asking questions	Participation
9	2	Theoretical	Leadership and Crisis Management	lecture	attendees
10	2	Cognitive	Innovation and the Marketing Crisis	lecture	Participation
11	2	Theoretical	Marketing crisis management	Discussion Asking questions	Participation
12	2	Cognitive	Dimensions of the marketing crisis	lecture	attendees
13	2	Theoretical	Marketing crisis requirements	lecture	Participation
14	2	Cognitive	Marketing crisis connection	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)	Ghassan Qasim Daoud, Crisis Management
Recommended supporting books and references (scientific journals, reports...)	Al-Nouri, Walaa, Marketing Knowledge: An Introduction to Crisis Management, numerous online sources
Electronic references, websites	
Curriculum update rate	15%


Name and signature
of the decision holder
د. بسار ذكّر صالح القوتجي


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




Course description template

University: Mosul

College: Administration and Economics

Department/Branc: Marketing Management

1. Course name and academic leve	
Pharmaceutical Marketing / Master's Program	
2. Course Code	
AEMM23_F407	
3.Term/Year	
2025-2026	
4.Date this description was prepared	
2026/1/8	
5.Available attendance formats	
My presence in the classroom	
6.Total number of study hours / Total number of units	
Number of hours: 2 / Number of units: 2	
7.Name of the course coordinator (if there is more than one, please state it) and academic title	
e.mail:Bashar_thaker@uomosul.edu.iq Name:Dr. Bashar Thaker Saleh	
8.Course Objectives	
<ul style="list-style-type: none">• To familiarize students with the fundamentals of pharmaceutical marketing and the most important developments in the field of pharmaceutical product marketing• To familiarize students with the nature of pharmaceutical marketing and other marketing concepts <p>To enhance students' knowledge of the most important modern specializations in pharmaceutical marketing, including .pharmaceutical sales and marketing</p>	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	In person	The concept of pharmaceutical marketing		2	the first
Discussion and brainstorming sessions	In person	Importance, objectives, and characteristics of pharmaceutical marketing		2	the second
Discussion and brainstorming sessions	In person	Elements of successful pharmaceutical marketing		2	the third
Discussion and brainstorming sessions	In person	The difference between pharmaceutical marketing and consumer product (good, service) marketing		2	Fourth
Discussion and brainstorming sessions	In person	Pharmaceutical product privacy		2	Fifth
Discussion and brainstorming sessions	In person	pharmaceutical marketing environment		2	Sixth
Discussion and brainstorming sessions	In person	pharmaceutical product		2	Seventh
Discussion and brainstorming	In person	Drug pricing		2	Eighth

sessions					
Discussion and brainstorming sessions	In person	Drug promotion		2	Ninth
Discussion and brainstorming sessions	In person	Drug distribution		2	tenth
Discussion and brainstorming sessions	In person	pharmaceutical market		2	eleventh
Discussion and brainstorming sessions	In person	Green pharmaceutical marketing		2	twelfth
Discussion and brainstorming sessions	In person	Criteria for selecting a pharmacy location for marketing medicines		2	thirteenth
Discussion and brainstorming sessions	In person	of Dimensions pharmaceutical marketing		2	fourteenth
Discussion and brainstorming sessions	In person	Midterm exam		2	fifteenth

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 reference (sources)
The latest university theses and dissertation in marketing management	Recommended supporting books and references (scientific journals, reports...)

Research published in Iraqi and Arab journals	Electronic references, websites
% 10	Curriculum update rate

Name and signature of the course instructor


الاستاذ المساعد الدكتور
بشار ذكوان التويجى

Name and signature of the head of department or branch


الاستاذ المساعد الدكتور
بشار ذكوان التويجى



Course Description Form

1. Course Name	Marketing Knowledge Management
2. Course Code	
1. Semester/Year	Course 2 / Master's Program / Elective Course / Master's Program / 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

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

Strategy	In-person and online lectures via Google Classroom
-----------------	--

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	Y	Third
Exams and participations	Daily theoretical duties	Benefits of Marketing Knowledge and Opportunities for its Application	What are the benefits of marketing knowledge	Y	Fourth
Exams and participations	Daily theoretical duties	Marketing Knowledge Patterns	Explaining the types of marketing knowledge	Y	Fifth
Exams and participations	Daily theoretical duties	Main and Sub-Dimensions of Marketing Knowledge Management	What are the dimensions of marketing knowledge	Y	Sixth
Exams and participations	Daily theoretical duties	Factors Influencing the Use of Marketing Knowledge	Factors affecting marketing knowledge	Y	Seventh
Exams and participations	Daily theoretical duties	The Concept of Marketing Knowledge Management and its Strategies	Knowledge management strategies	Y	Eighth
Exams and participations	Daily theoretical duties	Components and Dimensions of Marketing Knowledge Management	Components of knowledge management	Y	Ninth
Exams and participations	Daily theoretical duties	Marketing Knowledge Management Processes	Knowledge management processes	Y	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	Y	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	Y	Twelfth
Exams and participations	Daily theoretical duties		What is strategic knowledge	Y	Thirteenth
Exams and participations	Daily theoretical duties	Designing a Marketing Knowledge Management Strategy	How to analyze the knowledge gap	Y	Fourteenth
		Knowledge Gap Analysis		Y	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	13%

Name and signature of the head of department or branch
Dr. Bashar Thaker Al-Qoutji

~~الاستاذ المساعد الدكتور
بشار تاجر القوتجي~~



Name and signature of the course instructor
Dr. Manal Abdul Jabbar Al-Sammak



Course Description Template

University: Mosul

Faculty: Management and Economics

Department: Marketing Management

1-Course name and academic level

Consumer Behavior / Master's Program / Clearing

2- Course code

AEMM26-F6131

3- Semester/Year

2025-12026

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)

3

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,

Understanding aspects related to consumer behavior and understanding their behavior and the factors that influence it, whether related to learning or personal motivations, in order to provide products that meet their needs and desires and achieve the goals and strategies of organizations in terms of survival and achieving market share based on scientific methods

9-Teaching and learning strategies

Strategy

According to what has been decided in terms of units and topics in a sequential and logical manner, this will contribute to increasing understanding and knowledge of what consumers plan and think about before making a purchase decision and after it, in terms of maintaining it, continuing it, and repeating the purchase process

10-Course structure

Week	Watches	Required learning outcomes	Name of unit or topic	Learning method	Method of evaluation

1	3	Cognitive and theoretical	Introduction to Consumer Behavior	Daily theoretical assignments	Exams and assignments
2	3	Cognitive and theoretical	The Concept of Consumer Behavior	Daily theoretical assignments	Exams and assignments
3	3	Cognitive and theoretical	The Importance of Studying Consumer Behavior	Daily theoretical assignments	Exams and assignments
4	3	Cognitive and theoretical	Types of Consumers and Their Impact on Behavior	Daily theoretical assignments	Exams and assignments
5	3	Cognitive and theoretical	Objectives of Studying Consumer Behavior	Daily theoretical assignments	Exams and assignments
6	3	Cognitive and theoretical	Reasons for Studying Consumer Behavior	Daily theoretical assignments	Exams and assignments
7	3	Cognitive and theoretical	Dimensions of Consumer Behavior and Interveners in the Purchasing Process	Daily theoretical assignments	Exams and assignments
8	3	Cognitive and theoretical	Stages and Factors of Purchase Decision Making	Daily theoretical assignments	Exams and assignments
9	3	Cognitive and theoretical	Models Explaining Consumer Behavior	Daily theoretical assignments	Exams and assignments
10	3	Cognitive and theoretical	Evaluating Consumer Behavior from the Organization's Perspective	Daily theoretical assignments	Exams and assignments
11	3	Cognitive and theoretical	The Concept of International Consumer Behavior	Daily theoretical assignments	Exams and assignments
12	3	Cognitive and theoretical	Factors Affecting International Consumer Behavior	Daily theoretical assignments	Exams and assignments
13	3	Cognitive and theoretical	Characteristics and Behavior of Social Classes	Daily theoretical assignments	Exams and assignments
14	3	Cognitive and theoretical	Modification and Change of Trends	Daily theoretical assignments	Exams and assignments
15		Quarterly exam			

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 .

Consumer Behavior	Required textbooks (methodology, if applicable)
Mohammed Obeidat	(Main references (sources
Research and Academic Websites	Recommended supporting books and references (.scientific journals, reports, etc
	Electronic references, websites
13%	Curriculum update rate



Name and signature of the author of the decision

Dr.Name: Younis Ahmad alnuaimy

Name and signature of the department head

Dr. Bashar Thakir




University: Mosul

College: Management and Economics

Department or branch: Marketing

Course Description Form

1. Course name and academic level	Marketing Information Systems/msters
2. Course code	AEMM25_1307
3. Semester/Year	quarterly
4. Description Preparation Date:	28/8/2025
5. Available Attendance Forms:	Hind Khader Ahmed
6. Number of Credit Hours (Total) / Number of Units (Total)	
7. Course administrator's name (mention all, if more than one name)	hend_79@uomosul.edu.iq
8. Course objectives	
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	
9. Teaching and learning strategies	
A. Knowledge and Understanding	
A1. Basic concepts of marketing information systems	

A2. Familiarization with the subsystems of a marketing information system

A3. The role of subsystems in achieving the organization's goals of survival and growth.

A range of teaching methods are employed to achieve this, including

Cooperative learning, where students answer questions from the instructor and their peers

.Discussion .

.Daily assignments .3

10. Course structure

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

		transitioning to MIS	MIS		
8	2	Understanding the factors influencing MIS	the factors influencing MIS	lecture	Oral assessment
9	2	Understanding the mechanisms of MIS	the mechanisms of MIS	lecture	Oral assessment
10	2	Understanding the variables of the global marketing environment	the variables of the global marketing environment	lecture	Oral assessment
11	2	Understanding the intermediaries in MIS	the intermediaries in MIS	lecture	Oral assessment
12	2	Understanding the global marketing mix for goods	the global marketing mix for goods	lecture	Oral assessment
13	2	Understanding the challenges of MIS	the challenges of MIS	lecture	Oral assessment
14	2	Understanding the global marketing mix for goods	the global marketing mix for goods	lecture	Oral assessment
15		End-of-course 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)

Main References (Sources)

Recommended supporting books and references (scientific journals, reports...)

Electronic references, websites

Sabine Bohnke, Moderniser son système d'information , Eyrolles, Paris 2010

Keneth London, Jane London , Management

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

Name and signature
of the decision holder

Hind Khader Ahmed

Name signature of the head
of the department or brunch

Bashar Dhaker Saleh Al-Qoutji



University: Mosul

College: Management and Economics

Department or branch: Marketing

Course Description Form

1. Course name and academic level	
Services Marketing/Master's (Clearance)	
2. Course code	
AEMM26-F6151	
3. Semester/Year	
Second semester 2025-2026	
4. Description Preparation Date:	
1/2/2026	
5. Available Attendance Forms:	
Attendance	
6. Number of Credit Hours (Total) / Number of Units (Total)	
(2)	
7. Course administrator's name (mention all, if more than one name)	
Name: Dr. Bahaa Habib Mahmoud Al-Tai Email: baha_habeb@uomosul.edu.iq	
8. Course objectives	
Course objectives	This course aims to introduce the student to the concept of services marketing, the main characteristics that distinguish it, as well as to explain the mechanism of services marketing and the marketing mix for services, as well as everything related to services from production, pricing, promotion and distribution, as well as identifying the role of customers in services marketing.
9. Teaching and learning strategies	
Strategy:	Continuous daily reading, follow-up, and electronic research, and introducing the student to the topic of services marketing and the importance of transferring and applying the knowledge gained through lectures to the actual reality.

10. Course structure					
week	hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Theory and practice	Introduction to Services	Presentation and Participation	Discussion and brainstorming sessions
2	2	Theory and practice	The Concept of Service and its Main Characteristics	Presentation and Participation	Discussion and brainstorming sessions
3	2	Theory and practice	The Marketing Environment for Services	Presentation and Participation	Discussion and brainstorming sessions
4	2	Theory and practice	Elements of the Service Marketing Mix	Presentation and Participation	Discussion and brainstorming sessions
5	2	Theory and practice	Service Marketing Information Systems	Presentation and Participation	Discussion and brainstorming sessions
6	2	Theory and practice	Service Marketing Research	Presentation and Participation	Discussion and brainstorming sessions
7	2	Theory and practice	Service Purchasing Behavior	Presentation and Participation	Discussion and brainstorming sessions
8	2	Theory and practice	The Concept of Service Mentality and Steps to Building It	Presentation and Participation	Discussion and brainstorming sessions
9	2	Theory and practice	Innovation and Development of New Services and Designing Their Standards	Presentation and Participation	Discussion and brainstorming sessions
10	2	Theory and practice	Service Pricing	Presentation and Participation	Discussion and brainstorming sessions
11	2	Theory and practice	Building Customer Relationships in Service Organizations	Presentation and Participation	Discussion and brainstorming sessions
12	2	Theory and practice	The Concept of Service Quality	Presentation and Participation	Discussion and brainstorming sessions
13	2	Theory and practice	E-Marketing for Services	Presentation and Participation	Discussion and brainstorming sessions
14	2	Theory and practice	Service Marketing Applications in Healthcare, Banking, and Educational Organizations	Presentation and Participation	Discussion and brainstorming sessions
15	2		Midterm Exam	Questions	Model Answers




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)	• رانيا المجني، ٢٠٢٠، تسويق الخدمات، الجامعة الافتراضية السورية. • Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler. (2019), "Services Marketing Integrating Customer Focus Across the Firm", Third European Edition, UK.
Main References (Sources)	
Recommended supporting books and references (scientific journals, reports...)	• Master's theses and doctoral dissertations.
Electronic references, websites	• The internet.
Curriculum update rate	10%



Name and signature
of the decision holder

Bahaa Habeeb Mahmood Altiee



Name signature of the head
of the department or branch

Bashar Dhaker Saleh Al-Qoutji

