



Ministry of Higher Education and Scientific Research
Ministry of Higher Education and Scientific Research

College of Administration and Economics

Department of Marketing Management



Marketing Management Department Guide Academic Year 2025-2026

dept.marketing@uomosul.edu.iq



First: Description of the scientific department

Educational institution	Ministry of Higher Education and Scientific Research / University of Mosul / College of Administration and Economics
Scientific Department	Marketing Management
Name of the academic program	Marketing Management
Type of institution	Governmental
Start of study in the department	2011-2012
Ministry to which it belongs	Ministry of Higher Education and Scientific Research
University to which it belongs	University of Mosul
Geographical location	Iraq - Mosul - Cultural Group
Department buildings	8 Classrooms
Duration of undergraduate studies to obtain a bachelor's degree	Four Years
Duration of graduate studies to obtain:	Master's Degree (Two Years)
Language of study	Arabic – English
Website	dept.marketing@uomosul.edu.iq
Email	
Academic System	Semester system + Bologna system
Accredited Accreditation Program	Module system

Second: Vision, Mission, and Objectives of the Academic Department

➤ Vision

Leadership in marketing education and research to meet market demands and achieve sustainable development locally and globally.

➤ Mission

Preparing distinguished marketing cadres, both academically and practically, through academic programs that keep pace with modern developments, and conducting scientific research that contributes to solving societal problems and enhancing labor market competitiveness, while adhering to ethical and professional values.

➤ Objectives

A. Develop academic programs in line with quality standards, academic accreditation, and the needs of the local and international labor market. Raise the efficiency of scientific research and link graduation projects and applied research to market and societal issues.

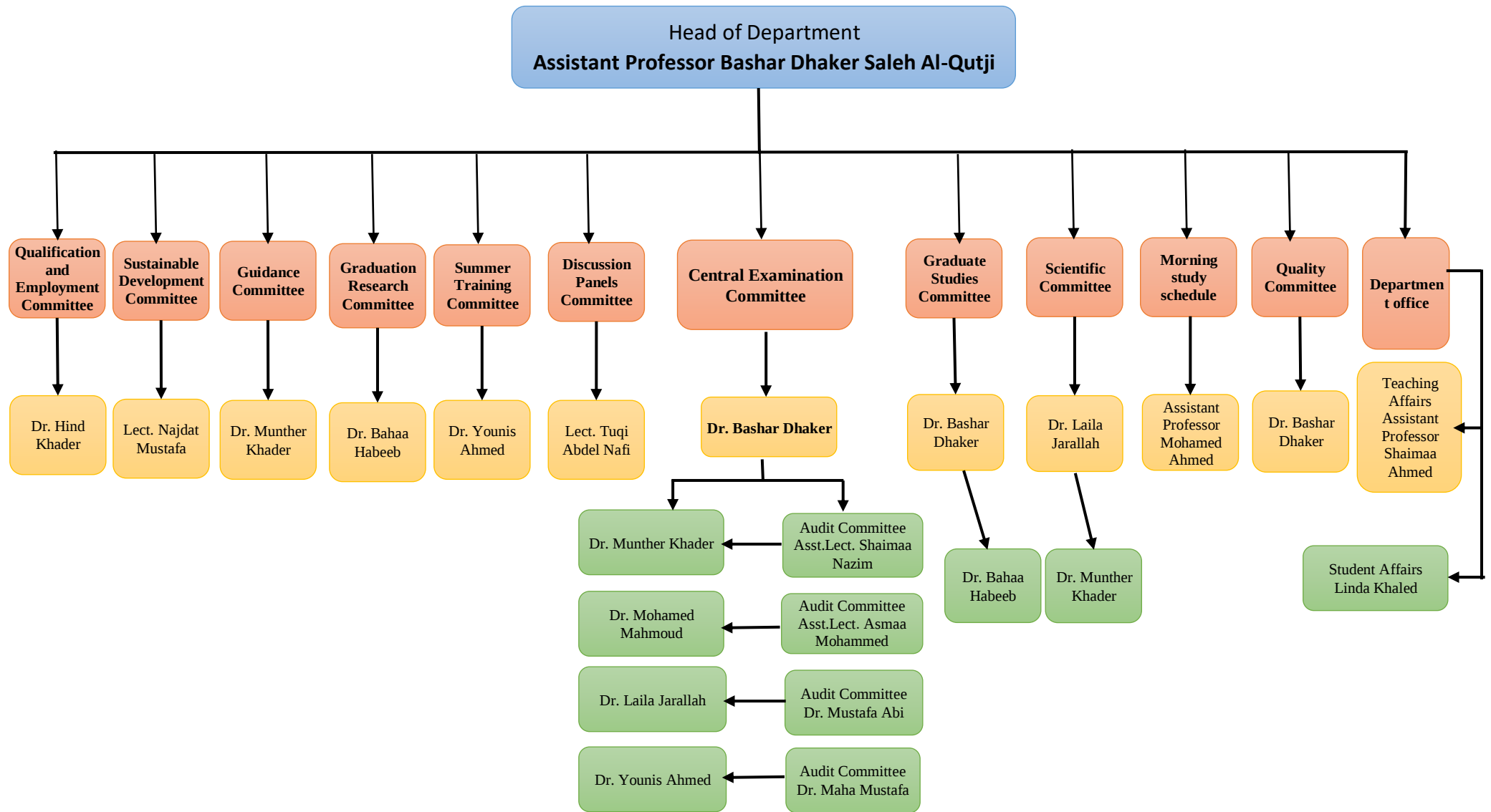
B. Enhance students' digital and technical skills, particularly in the fields of digital marketing, data analysis, and e-commerce. Support blended learning and the use of artificial intelligence in marketing.

C. Build effective partnerships with public and private sector institutions to provide training, employment, and marketing consulting opportunities.

C. Developing students' entrepreneurship and innovation skills, preparing them for the freelance labor market and entrepreneurial projects, and instilling sustainable development concepts in marketing strategies.

Emphasizing ethical and societal values in marketing practices, and promoting the concept of sustainable marketing.

Third: The organizational structure of the department



Fourth: Study Plan

1- Bachelor's Program

First stage/first semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Principles of Business Administration	4	–	4
2	Principles of Marketing Management	5	–	5
3	Principles of Accounting	4	–	4
4	Principles of Economics	4	–	4
5	Rights and Democracy	2	–	2
6	Arabic Language 1	2	–	2
Total		21	0	21

First stage / second semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Management Fundamentals	4	–	4
2	Marketing Management Fundamentals	5	–	5
3	Statistical Principles	4	–	4
4	Green Economics Marketing	4	–	4
5	Computer Science 1	1	2	2
6	English Language	2	–	2
Total		21	2	21

Second stage / First semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Services Marketing	4	–	4
2	Marketing Supplies	4	–	4
3	Marketing Mix Basics	5	–	5
4	Quantitative Methods Basics and SPSS Applications	2	2	3
5	Computer Science and Artificial Intelligence	1	2	2
6	English Language	2	–	2
Total		18	2	20

Second stage / Second semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Marketing Mix Principles	5	–	5
2	Brand Management and Mental Positioning	4	–	4
3	Marketing Information Systems	3	–	3
4	Principles of Quantitative Methods and SPSS Applications	2	2	3
5	Crimes of the Ba'ath Regime in Iraq	2	–	2
6	Arabic Language	2	–	2
Total		18	1	19

Stage Three / First Semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Global Marketing	3	–	3
2	Marketing Research	1	2	2
3	Consumer Behavior	2	–	2
4	Marketing Risk Management	2	–	2
5	Entrepreneurial Marketing	2	–	2
6	Internet Basics	1	2	2
Total		11	4	13

Stage Three / Second Semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Marketing Information Systems	3	–	3
2	Marketing Knowledge Management	2	–	2
3	Marketing Organization Management	2	–	2
4	Marketing Quality Management	2	–	2
5	Negotiation Management	2	–	2
6	Statistical Applications in Marketing	2	–	2
7	Scientific Research Methods	2	–	2
Total		15	0	15

Stage Four / First Semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Customer Relationship Management	3	–	3
2	Contemporary Marketing Studies (1)	3	–	3
3	Marketing Databases	1	2	2
4	Agricultural Marketing	2	–	2
5	Pharmaceutical Marketing	2	–	2
6	Sports Marketing	2	–	2
Total		13	2	14

Stage Four / Second Semester				
No.	Subject Name Practical	Theoretical	Practical	Units
1	Social and Ethical Responsibility of Marketing	2	–	2
2	Contemporary Marketing Studies (2)	3	–	3
3	Marketing Strategies	3	–	3
4	Electronic Marketing	1	2	2
5	Tourism and Hotel Marketing	2	–	2
6	Headway (intermediate)	2	–	2
Total		13	2	14

2- Master's Program

First semester		
No.	Course Name	Number of units
1	Contemporary Marketing Studies	3
2	Product and Brand Strategy	3
3	Smart Marketing	2
4	Sales Management	2
5	International Marketing	2
6	English Language	Complete
Total		12

Second semester		
No.	Course Name	Number of units
1	Environmental and Sustainable Marketing	2
2	Digital Marketing	2
3	Consumer Behavior	2
4	Customer Relationship Management	2
5	Research Methods and Statistical Analysis Skills	2
6	Elective	2
Total		12

Fifth: Faculty members in the department

No.	Instructor's name	Department	Academic Title	Certificate	Specialization	
					General	Minor
1	Bashar thakir Saleh	Marketing Management	Assistant Professor	doctorate	Business Administration	Marketing Management
2	Alaa Abdel Salam Yahya	Marketing Management	Professor	doctorate	Business Administration	Marketing Management
3	Laila Jarallah Khalil	Marketing Management	Professor	doctorate	Business Administration	Marketing Management
4	Mundhir Khader Yaqoub	Marketing Management	Professor	doctorate	Business Administration	Marketing Management
5	Amer Ismail Abdullah	Marketing Management	Assistant Professor	doctorate	Business Administration	Logistics
6	Mohamed Mahmoud Hamed	Marketing Management	Professor	doctorate	Business Administration	Marketing Management
7	Omar Yassin Mohammed	Marketing Management	Assistant Professor	Master's	Business Administration	Marketing Management
8	Mohamed Ahmed Mahmoud	Marketing Management	Assistant Professor	Master's	Business Administration	Marketing Management
9	Ahmed Youssef Fathi	Marketing Management	Lecturer	doctorate	Business Administration	Marketing Management
10	Younis Ahmed Khalil	Marketing Management	Lecturer	doctorate	Business Administration	Marketing Management
11	Maha Mustafa Janker	Marketing Management	Lecturer	doctorate	Business Administration	Marketing Management
12	Hind Khader Ahmed	Marketing Management	Assistant Professor	doctorate	Business Administration	Marketing Management
13	Mustafa Abi Saeed Ahmed	Marketing Management	Lecturer	doctorate	Business Administration	Marketing Management
14	Bahaa Habib Mahmoud	Marketing Management	Lecturer	doctorate	Business Administration	Marketing Management
15	Abdel Bari Abdel Majeed Ahmed	Marketing Management	Lecturer	doctorate	Business Administration	Marketing Management
16	Rafal Mahmoud Jassim	Marketing Management	Assistant Professor	Master's	Teaching Methods	Methods of Teaching English
17	Shaimaa Nazim Hamdoun	Marketing Management	Lecturer	Master's	Business Administration	Marketing Management
18	Taqi Abdel Nafi Taha	Marketing Management	Lecturer	Master's	Business Administration	Marketing Management
19	Najdat Mustafa Musayyab	Marketing Management	Lecturer	Master's	Marketing Management	Marketing Management
20	Yasser Mohammed Ibrahim	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management

21	Asmaa Salem Mohammed Ali	Marketing Management	Assistant Lecturer	Master's	Accounting	Accounting
22	Shaimaa Ahmed Mahmoud	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management
23	Maryam Iyad Yousef	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management
24	Hadeel Ahmed Khalaf	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management
25	Mustafa Faisal Saeed	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management
26	Marwa Mohammed Qasim	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management
27	Ali Saad Aaid	Marketing Management	Assistant Lecturer	Master's	Marketing Management	Marketing Management

6. Description of Human Resources

Academic Description	Degree		Academic Title			
	Master's	Doctorate	Professor	Assistant Professor	Lecturer	Assistant Lecturer
Males	6	10	3	5	5	3
Females	8	3	1	2	3	5
Total	14	13	4	7	8	8