



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: 5 /2/2026

signature:

Scientific Assistant's: D .Saleem 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 5 /2/2026

signature :

أ.د. سنان زهير محمد جميل
العميد

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

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

8. Expected learning outcomes of the program	
Knowledge	
The knowledge base that the student develops from the information he receives during academic lectures during one week	1. Various knowledge in the field of marketing management 2. Understanding modern trends that should be applied in the field of marketing 3. Introducing students to contemporary marketing concepts
Skills	
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
Values	
By adhering to ethical standards in customer interactions, demonstrating social and moral responsibility in diverse marketing methods, and by preserving the environment through sustainability and clean energy, and by working to market and promote these through diverse marketing methods.	moral values

Finding a competent and honest employee, as well as instilling professional values and encouraging professional integrity in them.	Administrative values
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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	Dr. Bashar Thaker Saleh
	*			Marketing Department	Business Administration	Prof. Dr. Alaa Abdel Salam Yahya
	*			Marketing Department	Business Administration	Prof. Dr. Raad Adnan Raouf
	*			Marketing Department	Business Administration	Prof. Dr. Mohamed Mahmoud Hamed
	*			Marketing Department	Business Administration	Prof. Dr. Laila Jarallah Khalil

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

				Marketing Department	Marketing Department	Hadeel Ahmed Khalaf
				Marketing Department	Marketing Department	Mustafa Faisal Saeed
				Marketing Department	Marketing Department	Marwa Mohammed Qasim
				Marketing Department	Marketing Department	Ali Saad Aaid

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	for 4	for 3	for 2	for 1	A4	A3	A2	A1	Essential or optional	The course name	The course code	Year Level
*	*	*	*	*	*	*	*	*	*	*	*	essential	administration Business 1	AEMM 24-101	Year First / course the first
*	*	*	*	*	*	*	*	*	*	*	*	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	Year First / course the second
*	*	*	*	*	*	*	*	*	*	*	*	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	Year Second / course the first
*	*	*	*	*	*	*	*	*	*	*	*	essential	Supplies Marketing	AEMM 24-202	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Product	AEMM 24-203	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Pricing	AEMM 24-204	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Administrati on strategy	AEMM 24-205	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Methods amount in Marketing	AEMM 24-206	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Applications Office (Word & PowerPoint)	AEMM 24-207	

*	*	*	*	*	*	*	*	*	*	*	*	essent ial	marketing Services (2)	AEMM 24-208	Year Seco nd / cours e the seco nd
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	distribution	AEMM 24-209	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Promotion	AEMM 24-210	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n The sign Commercial and status mentality	AEMM 24-211	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n Sales	AEMM 24-212	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Headway (elementary)	AEMM 24-213	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Applications Office ((Excel)	AEMM 24-214	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Marketing Global	AEMM 24-301	Year Thir d/Co urse the first
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Research marketing	AEMM 24-302	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	behavior consumer	AEMM 24-303	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n Risks Marketing	AEMM 24-304	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Headway (pre- intermediate)	AEMM 24-305	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	basics Internet	AEMM 24-306	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	systems information Marketing	AEMM 24-307	Year Thir d / cours e the seco nd
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n Knowledge Marketing	AEMM 24-308	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n Organizatio ns Marketing	AEMM 24-309	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n Quality Marketing	AEMM 24-310	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n Negotiation	AEMM 24-311	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Applications Statistics in Marketing	AEMM 24-312	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	Curricula Search Scientific	AEMM 24-313	
*	*	*	*	*	*	*	*	*	*	*	*	essent ial	administratio n	AEMM 24-401	

													Relationships customers		Year Fourth / course the first
*	*	*	*	*	*	*	*	*	*	*	*	essential	studies Marketing contemporary (1)	AEMM 24-402	
*	*	*	*	*	*	*	*	*	*	*	*	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	Year Fourth / course the second
*	*	*	*	*	*	*	*	*	*	*	*	essential	studies Marketing contemporary (2)	AEMM 24-408	
*	*	*	*	*	*	*	*	*	*	*	*	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

