

Ministry of Higher Education and Scientific Research

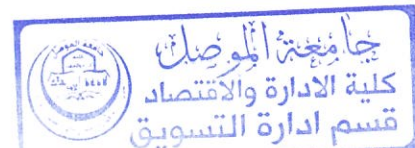
Scientific Supervision and Evaluation Authority

Department of Quality Assurance and Academic Accreditation

Accreditation Section



**Academic Program and Course
Description Guide for Bachelor's
Programs
Marketing Management
Department (Bologna Track)**



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 and courses according to the Bologna Process, indicating the skills that students are working to acquire based on the academic program's objectives. The importance of this description is evident because 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 after updating the vocabulary and paragraphs of the previous guide in light of the developments and changes in the educational system in Iraq, which included a description of the academic program for the Bologna track for the Department of Marketing Management, in accordance with the requirements and vision of the Iraqi Ministry of Higher Education and Scientific Research in updating the curricula of the Colleges of Administration and Economics in accordance with global curricula and tracks.



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.

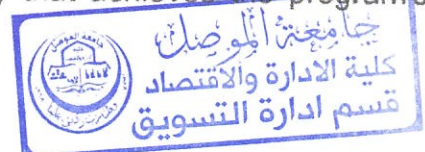
Program vision: An ambitious vision for the future of the academic program: to be a sophisticated, inspiring, motivating, realistic, and applicable program.

Program message :The goals and activities necessary to achieve them are briefly explained, and the paths and directions of program development are identified.

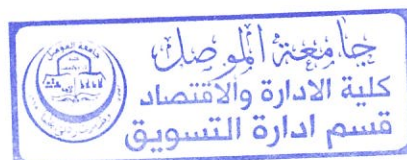
Program objectives :These are statements that describe what the academic program intends to achieve within a specific time period and are measurable and observable.

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
(Bologna route)

University name: University of Mosul

College/Institute: College of Management and Economics

Scientific Department: Marketing Management Department

Name of academic or professional program : Bachelor of Marketing Management

Name of final certificate Bachelor's degree in Marketing Management

The study system: (Bologna Route)

Date of preparation of description: 20/5/2025

Date the file was filled: 20/5/2025

the signature:

Head of Department : D .Bashar Al- Qutji

date: 5 /2/2026

the signature:

Scientific Assistant's: D .Salem Khalil Khalid

date: /2/2026

The file was reviewed by Quality Assurance and University Performance Division

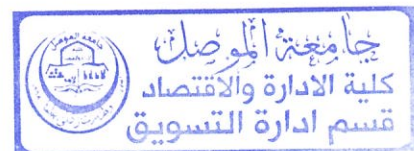
Director of the University Quality Assurance and Performance Division : L .Zaid Khalil Ibrahim

Date : 5 /2/2026

signature :

أ.د. سلطان 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
	10.5	14	8	University requirements
	88	117	43	Department requirements
	1.5	2	1	Summer training
				Other

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

7. Program Description

Level	Semester	No.	Module Code	Name of the subject	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
UGI	One	1	MMM1101	Principles of Business Administration	Arabic	3	3
		2	MMM1102	Principles of Marketing Management	Arabic	4	3
		3	MMM1103	Principles of Accounting	Arabic	3	3
		4	MMM1104	Principles of Economics	Arabic	3	3
		5	UOM1041	Human rights and democracy	Arabic	2	3
		6	UOM1011	Arabic	Arabic	2	3
				Total		17	18
	Two	1	MMM1205	Fundamentals of Management	Arabic	3	3
		2	MMM1206	Marketing Management Fundamentals	Arabic	4	3
		3	MMM1207	Principles of Statistics	Arabic	2	3
		4	MMM1208	Marketing green economies	Arabic	3	3
		5	UOM1031	computer	Arabic	1	3
		6	UOM1021	English language	English	2	3
				Total		15	18
Level	Semester	No.	Module Code	Name of the subject	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
UGII	Three	1	MMM-2307	Services Marketing	Arabic	3	3
		2	MMM-2308	Marketing Supplies	Arabic	3	3
		3	MMM-2309	Product	Arabic	3	3
		4	MMM-23010	Pricing	Arabic	3	3
		5	MMM-23011	Strategic Management	Arabic	2	3
		6	MMM-23012	Quantitative methods in marketing	Arabic	3	3
		7	UOM-201	Computers and Artificial Intelligence	Arabic	1	3
		8	UOM-201	Arabic	Arabic	2	3
				Total		20	24
	Four						
		1	MMM-24013	distribution	Arabic	3	3

		2	MMM-24014	Promotion	Arabic	3	3
		3	MMM-24015	Brand management and mental image	Arabic	3	3
		4	MMM-24016	Marketing Information Systems	Arabic	2	3
		5	MMM-24017	Negotiation Management	Arabic	2	3
		6	UOM-201	Crimes of the Ba'ath regime in Iraq	Arabic	2	3
		7	UOM-201	English language	English	2	3
					Total	17	21
Level	Semester	No.	Module Code	Name of the subject	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
UGIII	Five	1	MMM-35018	Global Marketing	Arabic	3	3
		2	MMM-35019	Marketing databases	Arabic	3	3
		3	MMM-35020	consumer behavior	Arabic	3	3
		4	MMM-35021	Marketing risk management	Arabic	3	3
		5	MMM-35022	Sales Management	Arabic	2	3
		6	MMM-35023	Optional (Marketing Performance Management, Marketing Organizations Management, Marketing Correspondence)	Arabic	2	3
					Total	16	18
	Semester	No.	Module Code	Name of the subject	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
	Six	1	MMM-36024	Marketing research	Arabic	3	3
		2	MMM-36025	Marketing Knowledge Management	Arabic	3	3
		3	MMM-36026	Marketing website design	Arabic	1	3
		4	MMM-36027	Marketing Quality Management	Arabic	3	3
		5	MMM-36028	Marketing strategies	Arabic	3	3
		6	MMM-36029	Scientific research methods	Arabic	2	3
					Total	15	18
Level	Semester	No.	Module Code	Name of the subject	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
UGIV	Seven	1	MMM-47030	Customer Relationship Management	Arabic	3	3
		2	MMM-47031	Contemporary Marketing Studies	Arabic	3	3
		3	MMM-47032	Marketing techniques	Arabic	1	3
		4	MMM-47033	Agricultural marketing	Arabic	3	3

		5	MMM-47034	Pharmaceutical Marketing	Arabic	3	3
		6	MMM-47035	Cyber marketing	Arabic	3	3
					Total	16	18
	Semester	No.	Module Code	Name of the subject	Language	SSWL (hr/w)	Exam hr/sem
						CL (hr/w)	
	Eight	1	MMM-48036	Sustainable Marketing	Arabic	3	3
		2	MMM-48037	Sports marketing	Arabic	3	3
		3	MMM-48038	Banking Marketing	Arabic	3	3
		4	MMM-48039	Digital Marketing	Arabic	1	3
		5	MMM-48040	Tourism and hotel marketing	Arabic	3	3
		6	MMM-48041	Research project	Arabic	2	3
					Total	15	18

7. Expected learning outcomes of the program

Knowledge

Learning outcomes It consists of the sum of knowledge, skills and competencies that the student is expected to acquire after successfully completing each semester or the end of the academic program. The learning outcomes for each subject and semester must be defined in a way that contributes to achieving the goals of the academic program.

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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1. 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.

2. Assessment methods

- Formative assessment is a method of evaluation that identifies a student's strengths and weaknesses during the semester and determines their progress toward achieving learning outcomes. Formative assessment consists of tasks and assignments determined by the course instructor and approved by the college/institute council. These may include, for example, daily exams, homework assignments, reports, projects, field visits, discussions, clinical requirements, etc., depending on the nature of the course.
- Summative assessment is a type of assessment that takes place in the middle and end of the semester. It evaluates the student's achievements and ensures that the student has actually achieved the learning outcomes. It is done through tests, and summative assessment consists of two parts: the mid-semester test and the final tests. It may include a practical or clinical exam.

3. 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	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

4. Admission standard
Central Admission + Evening Studies

5. Key sources of information about the program
The website of the department within the College of Administration and Economics / University of Mosul

6. 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				Essential or optional	Course Name	Course code	Year / Level
C4	C3	C2	C1	for4	for 3	for2	for1	A4	A3	A2	A1				
*	*	*	*	*	*	*	*	*	*	*	*	C	Principles of Business Administration	MMM1101	Semester One
*	*	*	*	*	*	*	*	*	*	*	*	C	Principles of Marketing Management	MMM1102	
*	*	*	*	*	*	*	*	*	*	*	*	C	Principles of Accounting	MMM1103	
*	*	*	*	*	*	*	*	*	*	*	*	C	Principles of Economics	MMM1104	
*	*	*	*	*	*	*	*	*	*	*	*	B	Human rights and democracy	UOM1041	
*	*	*	*	*	*	*	*	*	*	*	*	B	Arabic	UOM1011	
*	*	*	*	*	*	*	*	*	*	*	*	C	Fundamentals of Management	MMM1205	Semester Two

*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing Management Fundamentals	MMM1206	
*	*	*	*	*	*	*	*	*	*	*	*	C	Principles of Statistics	MMM1207	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing green economies	MMM1208	
*	*	*	*	*	*	*	*	*	*	*	*	B	computer	UOM1031	
*	*	*	*	*	*	*	*	*	*	*	*	B	English language	UOM1021	
*	*	*	*	*	*	*	*	*	*	*	*	C	Services Marketing	MMM-2307	Semester Three
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing Supplies	MMM-2308	
*	*	*	*	*	*	*	*	*	*	*	*	C	Product	MMM-2309	
*	*	*	*	*	*	*	*	*	*	*	*	C	Pricing	MMM-23010	
*	*	*	*	*	*	*	*	*	*	*	*	C	Strategic Management	MMM-23011	
*	*	*	*	*	*	*	*	*	*	*	*	C	Quantitative methods in marketing	MMM-23012	

												B	Computers and Artificial Intelligence	UOM-201	
*	*	*	*	*	*	*	*	*	*	*	*	B	Arabic	UOM-201	
*	*	*	*	*	*	*	*	*	*	*	*	C	distribution	MMM-24013	Semester Four
*	*	*	*	*	*	*	*	*	*	*	*	C	Promotion	MMM-24014	
*	*	*	*	*	*	*	*	*	*	*	*	C	Brand management and mental image	MMM-24015	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing Information Systems	MMM-24016	
*	*	*	*	*	*	*	*	*	*	*	*	C	Negotiation Management	MMM-24017	
*	*	*	*	*	*	*	*	*	*	*	*	B	Crimes of the Ba'ath regime in Iraq	UOM-201	
*	*	*	*	*	*	*	*	*	*	*	*	B	English language	UOM-201	
*	*	*	*	*	*	*	*	*	*	*	*	C	Global Marketing	MMM-35018	Semester Five
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing databases	MMM-35019	
*	*	*	*	*	*	*	*	*	*	*	*	C	consumer behavior	MMM-35020	

*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing risk management	MMM-35021	
*	*	*	*	*	*	*	*	*	*	*	*	C	Sales Management	MMM-35022	
*	*	*	*	*	*	*	*	*	*	*	*	C	Optional (Marketing Performance Management, Marketing Organizations Management, Marketing Correspondence)	MMM-35023	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing research	MMM-36024	Semester Six
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing Knowledge Management	MMM-36025	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing website design	MMM-36026	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing Quality Management	MMM-36027	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing strategies	MMM-36028	

*	*	*	*	*	*	*	*	*	*	*	*	S	Scientific research methods	MMM-36029	
*	*	*	*	*	*	*	*	*	*	*	*	C	Customer Relationship Management	MMM-47030	Semester Seven
*	*	*	*	*	*	*	*	*	*	*	*	C	Contemporary Marketing Studies	MMM-47031	
*	*	*	*	*	*	*	*	*	*	*	*	C	Marketing techniques	MMM-47032	
*	*	*	*	*	*	*	*	*	*	*	*	C	Agricultural marketing	MMM-47033	
*	*	*	*	*	*	*	*	*	*	*	*	C	Pharmaceutical Marketing	MMM-47034	
*	*	*	*	*	*	*	*	*	*	*	*	C	Cyber marketing	MMM-47035	
*	*	*	*	*	*	*	*	*	*	*	*	C	Sustainable Marketing	MMM-48036	Semester Eight
*	*	*	*	*	*	*	*	*	*	*	*	C	Sports marketing	MMM-48037	
*	*	*	*	*	*	*	*	*	*	*	*	C	Banking Marketing	MMM-48038	
*	*	*	*	*	*	*	*	*	*	*	*	C	Digital Marketing	MMM-48039	
*	*	*	*	*	*	*	*	*	*	*	*	C	Tourism and hotel marketing	MMM-48040	

*	*	*	*	*	*	*	*	*	*	*	*	C	Research project	MMM-48041	
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- **Please situation signal in squares Interview For outputs Learning Individual from The program Subject For evaluation**

