

Ministry of Higher Education and Scientific Research
Scientific Supervision and Evaluation Authority
Department of Quality Assurance and Academic Accreditation
Accreditation Section



**Academic Program
Description
Guide Master's program
In Marketing
Management
Department**

2025/2026



signature:

Head of Department :D .Bashar Thaker Al- Qutji

date: 5 /2/2026

signature:

Scientific Assistant's: D .Salem Khalil Khalid

date: /2/2026

The file was reviewed by Quality Assurance and University Performance Division

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

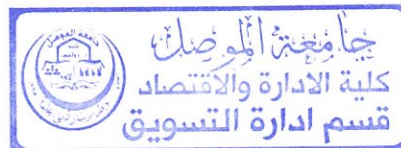
Date 5 /2/2026

signature :



أ.د. سنان زهير محمد جميل
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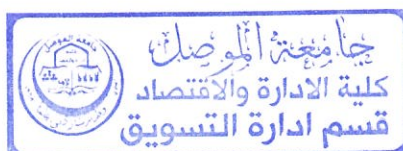
Dean's approval



the introduction

The academic program description provideshThis is a necessary summary.hThe program's characteristics and expected learning outcomes for the student are justified.hIt is unclear whether he has made the most of the opportunities.Avaliable.

Marketing Department	Scientific Department
Master of Marketing Management	Academic Program Name
Master of Science in Marketing Management	Name of final certificate
The course system with the scientific thesis	The study system
Credit unit system	Accredited Accreditation Program
5/2/2026	Date of preparation of the academic program
1. Developing advanced scientific and research capabilities for students in the field of marketing management, in order to deepen theoretical understanding and enhance scientific analysis and criticism skills. 2. Preparing specialized researchers capable of designing and conducting sound marketing research using advanced quantitative and qualitative methods and approaches. 3. To promote the integration of theoretical knowledge and field applications in the field of marketing, and to link the outputs of scientific research to the needs of organizations and market issues. 4. Directing messages, theses, and field studies towards addressing real marketing problems, in a way that contributes to serving the community and supporting decision-making in public and private organizations.	Academic Program Objectives



- Developing strategic thinking and marketing innovation skills among students, enabling them to develop sustainable marketing solutions in changing business environments. - Establishing ethical values and social responsibility in research and marketing practice, and adhering to scientific research ethics and professional standards.	
- Keeping up with modern trends in marketing thought and practice adopted in reputable international universities, with a focus on contemporary schools and advanced models in marketing management. - Employing digital technologies and advanced computer applications in marketing analysis, planning, and decision-making, including decision support systems, data analysis, and smart marketing applications. - Enhancing the role of marketing in social and economic development by marketing ideas, development programs, and public services, and applying marketing concepts in various productive and service sectors. - Adopting modern scientific methodologies in marketing research, and using advanced quantitative and qualitative methods in preparing field studies and research. - Directing the selection of topics for theses and dissertations towards addressing real-world problems facing the public and private sectors in the field of marketing management, in a way that achieves practical value and a tangible societal impact.	Key trends in the academic program
- Attracting specialized scientific talent from faculty members with academic and research experience in the fields of marketing management and related sciences. - Continuously developing and enhancing the capabilities of faculty members, in line with modern cognitive and technological developments in the field of marketing and scientific research. - Providing up-to-date knowledge resources, including books, reputable scientific journals, and specialized electronic databases in the field of marketing management. - Employing modern technological means in the educational process, including digital educational platforms and blended learning tools. - Enhancing the practical aspect of teaching through the use of case studies, role-playing, simulations, and applied projects. - Encouraging faculty members to author and conduct applied scientific research, and to actively participate in local and international scientific conferences and seminars.	Methods for achieving the academic program

7. Enhancing openness and interaction with community organizations and the public and private sectors, by hosting specialists and experts to give quality lectures that reflect practical experiences and field experiences. 8. Encouraging participation in scientific conferences, workshops and training courses with the aim of exchanging experiences and learning about modern academic and professional practices. 9. Expanding the use of computers and information technology applications in teaching, scientific research, and marketing data analysis. 10. Employing interactive educational tools and realistic simulation tools to enhance a deep understanding of marketing concepts and improve the quality of learning outcomes. 11. Organizing scientific seminars and field experiences that focus on critique and realistic analysis of contemporary marketing issues, building predictive scenarios, and proposing proactive solutions that support the performance of organizations.	
1. Various business organizations. 2. The ministries in all their various formations. 3. Civil society organizations, environmental protection organizations, and consumer protection organizations. 4. International organizations that have local branches. 5. Private universities with a shared focus on marketing management	Scientific bodies supporting the academic program
1. Ministry of Higher Education and Scientific Research. 2. Ministry of Industry, Minerals, Electricity and Trade. 3. Ministry of Commerce 4. Ministry of Agriculture 5. Ministry of Health 6. Organizations with a marketing focus. 7. Small organizations.	Beneficiaries of the academic program
The Master of Science in Marketing Management program qualifies its graduates to work in many specialized fields and jobs in the public and private business sectors, most notably:	Available job opportunities

1. University teaching in public and private universities, in the field of marketing management sciences, and in accordance with the approved regulations and instructions. 2. Marketing management in governmental and non-governmental organizations, including planning and implementing marketing strategies and making marketing decisions. 3. Consulting and marketing expertise, and providing analytical and strategic solutions to organizations in various sectors. 4. Marketing research and working as specialized researchers in research centers, academic institutions, and research and development units in organizations.	
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