

University of Mosul



Bachelor degree of Marketing Management



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This guide outlines the coursework offered by the Marketing Management program leading to a Bachelor of Science degree in Marketing Management. The program offers 48 courses, totaling 240 ECTS credits. The course delivery is based on the Bologna Process

2- Bachelor's Degree Courses for the Academic Year 2024-2025

Module1

Code	Course/Module Title	ECTS	Semester
MMM-1101	Principles of Business Management	7	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
This course aims to provide the student with the concept of management, the stages of management development, types of management schools, management theories, administrative decision-making processes, and administrative decision-making, as well as clarifying the concepts of training and appointment in public organizations.			

Module2

Code	Course/Module Title	ECTS	Semester
MMM-1102	Principles of Marketing Management	8.00	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
4	1	78	122
Description			
This course introduces students to the concept of marketing and its importance in achieving organizational goals, focusing on the elements of the marketing mix (product, price, distribution, and promotion) and their role in formulating strategies. It also examines consumer behavior and the factors influencing purchasing decisions, highlighting the impact of the local and international marketing environment on marketing activities. Furthermore, the course equips students with the fundamentals of marketing research and market analysis tools, enabling them to apply theoretical concepts to practical situations within the Iraqi market.			

Mudule3

Code	Course/Module Title	ECTS	Semester
MMM1103	principles of Accounting	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	87
Description			
This course aims to provide students with an understanding of the concept of accounting and its objectives at both the unit and national levels, as well as the beneficiaries of accounting data. It will explain accounting procedures using single-entry bookkeeping to measure the results of activity and the financial position of small businesses and sole proprietorships. The course will also explain accounting procedures using double-entry bookkeeping and the use of the balance sheet equation to demonstrate the impact of economic transactions on the financial position of the unit. Furthermore, it will clarify the stages of the accounting cycle, including recording entries in the journal and posting them to the ledger, and identify key documents. Finally, it will explain accounting procedures for capital formation, including how to increase and decrease capital, and will cover the types of personal withdrawals and loans, their categories, and how to calculate interest.			

Mudule4

Code	Course/Module Title	ECTS	Semester
MMM-1104	principles of economics	5	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
This course aims to provide students with an introduction to economics, giving them a general and simplified understanding of the fundamental concepts of this field. It seeks to foster an appreciation for the importance of economics, the reasons behind its study and development, and to familiarize students with the economic problem, the relationships and basic rules governing economic activity, and the study of different economic systems.			

Mudule5

Code	Course/Module Title	ECTS	Semester
MMM-1040	Human Right & Democracy	2	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	0	33	17
Description			
This course aims to provide the student with the concept of human rights in general, its components, elements, types, the historical development of human rights, international interest in protecting human rights, general guarantees for the protection of human rights and public freedoms - and the concept of democracy, the characteristics of the democratic system, its components, and the historical development of the democratic system.			

Mudule6

Code	Course/Module Title	ECTS	Semester
MMM-1011	Arabic 1	2.00	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
2	0	33	17
Description			
This course aims to provide the student with a general understanding of the Arabic language, its components, elements, and concepts, while reviewing the basic factors for the development of the Arabic language. It also aims to identify the basic differences between nouns, sentences, letters, the drawing of the Hamza, and other important concepts.			

Mudule7

Code	Course/Module Title	ECTS	Semester
MMM-1205	Fundamentals of Management	7	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
This course aims to provide students with knowledge of the fundamentals of management and its role as a specialized subject in business administration, management studies, and strategic studies. It introduces first-year students to decision-making information and decision-making mechanisms, which are relied upon in advanced stages of business administration studies. The course also gives students an overview of organizational fundamentals, theories, and their evolution throughout history, as well as clarifying the concept of motivation and its theories. Furthermore, it introduces students to leadership concepts and theories, along with the concepts of control and the most important functions of business administration.			

Mudule8

Code	Course/Module Title	ECTS	Semester
MMM-1206	Fundamentals of Marketing Management	8.00	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
4	1	78	122
Description			
This course aims to equip students with the fundamental concepts of marketing management in general, including its various aspects. It reviews marketing topics by presenting the concept of distribution, distribution channels, and the factors influencing channel selection. Students will then learn about promotion, its methods and strategies, the concept of price and its types, pricing policies, pricing objectives, and the concepts of wholesale and retail trade. The course also covers marketing information systems and marketing research, the concept of services marketing and service characteristics, and the concepts of e-marketing.			

Mudule9

Code	Course/Module Title	ECTS	Semester
MMM-1104	Green Economies Marketing	5	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
This course aims to provide students with an introduction to green economics, giving them a general and simplified understanding of the fundamental concepts of this field. Students will gain an understanding of the importance of green economics, the reasons behind its study and development, and green marketing. They will also learn about green marketing, understand the relationships and basic rules governing green economic and marketing activities, and examine the components of the green marketing mix.			

Mudule10

Code	Course/Module Title	ECTS	Semester
MMM-1207	Principle of Statistics	5.00	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
This course aims to provide the student with concepts of the principles of statistics in general and their implications, along with a review of statistical topics and tools through a presentation of the concept of sampling, data collection and classification, and then to learn about the concept of the relative and cumulative frequency distribution, the frequency polygon, the frequency histogram, and the frequency curve and how to draw them graphically, the concept of the arithmetic mean and median and how to calculate them, as well as how to draw bar graphs, geometric and pie charts, and also to learn about the concept of correlation and how to calculate it.			

Mudule11

Code	Course/Module Title	ECTS	Semester
UOM1031	Computer	3	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	48	27
Description			
This course aims to provide the student with the basic concepts of computer skills, information technology training on computer components, familiarization with the use of the Windows 11 operating system, familiarization with the use of Word 2016, use of computers in daily life, and employing computer skills in service of the user.			

Mudule12

Code	Course/Module Title	ECTS	Semester
UOM1021	English 1	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
This course aims to enabling students to: 1- Teaching students about greetings, the use of auxiliary verbs, numbers (1-10) and singular and plural 2- Teaching students about Countries, pronouns and possessives (her, his) 3- Teaching students about jobs, how to make negative and questions sentences 4- Teaching students about how to explain personal information and the use of numbers (11-20) 5- Teaching students about relationships with the family and friends, the use of possessives (our, their) 6- Teaching students about the use of have and has, and the use of alphabet with the correct pronunciation 7- Teaching students about to express the way I live, and present simple tense with (I, you, we, they) 8- Teaching students about the use of articles, languages, nationalities, numbers and prices. 9- Teaching students about how to express the time, the use of present simple tense with (he, she) 10- Teaching students about (always, sometimes, never), words that go together, and days of the week.			

11- Teaching students about how to express my favorites, and the use of question words Teaching students about how to express rooms, furniture, and the use of prepositions and directions

3- contact

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