University of Mosul
College of Administration and Economics
Department of Marketing Management

Vision, Mission and Objectives of the Marketing Management Department for the year ٢٠٢٥/٢٠٢٦

❖ Vision

Leadership in marketing education and research requires a global market for local and global development.

❖ Mission

Preparing diverse and diverse marketing cadres in a clear and practical manner, through academic programs that keep pace with developments, and preparing modern scientific research that contributes to solving societal desires in the labor market, while adhering to the diverse values of others.

❖ Objectives

A. Develop academic programs in line with quality standards, academic accreditation, and the needs of the local labor market.

B. Develop students' digital and technical skills, especially in the sectors of digital marketing and electronic data analysis.

C. Enhance the efficiency of scientific research and connect graduate and applied research students with market and societal issues.

D. Build effective partnerships with significant gender diversity to improve opportunities for collaboration, employment, and marketing communications.

C. Develop students' entrepreneurial skills, including preparing them for the freelance labor market and entrepreneurial projects.

H. Focus on animal and societal values in marketing practices, and the concept of sustainable marketing.

G. Expanding education by offering an integrated, targeted training program to empower local institutions.

D. Supporting blended learning in artificial intelligence in marketing.

I. Establishing pioneering development concepts in marketing fields.