University of Tikrit

College of Administration and Economics

Department of Marketing Management

Academic Description

First

Academic Program Description Form

University name: Tikrit University

College/Institute: College of Management and Economics

Academic Department: Marketing Management Department

Name of academic or professional program: Department of Marketing Management

Final Degree Name: Bachelor of Science in Marketing Management

Academic system: Course system

Description preparation date:17   / 9 /2023

Date of filling the file:

التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس

التاريخ: 17 / 9 / 2023

التوقيع

اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 17 / 9 /2023

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

المُدَرِّس المُسَاعِد

أُسَامَة مُوسَى فَرحَان

مدير شعبة ضمان الجودة وتقييم الاداء

التوقيع

التاريخ: 17 / 9 /2023

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the knowledge and skills needed inMarketing Management MajorBy offering carefully selected, high-quality programs to create marketing leaders with high skills and capabilities who are ready to work in the field of marketing and supply chain management.To serve the community.

2. Program message

We prepare students for academic and professional success in the field of marketing and supply chain management by providing a distinguished educational environment that enables students to acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..

And work to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels.

3. Program objectives

1. **Keeping pace with scientific developments in preparing study requirements in the department.**

2. **Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.**

3. **Qualifying students scientifically to continue their studies in the fields of marketing management.**

4. **Preparing and qualifying specialized scientific cadres to work in various marketing fields.**

5. **Working on developing the skills necessary for creativity in marketing activities in the business environment.**

6. **Providing expertise and advice to international community organizations.**

7. Working to provide the market with qualified graduates they are motivated and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10. Preparing and implementing training courses to develop the marketing capabilities of employees in local organizations.

11. Developing relations between the department and similar departments in local and Arab universities.

12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. **Is the program accredited? And from which authority?   both**

5. Other external influences

2. **Is there a sponsor for the program? Yes, the Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements

				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Marketing Management Department Curriculum				
Credit hours		**Course name**	**Course code**	**Year/Level**
practical	**theoretical**			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	
	3	Headway (Beginner)	AEMM23_107	**First**
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	**AEMM23_201**	
	3	Marketing Supplies	**AEMM23_202**	
	2	Product	**AEMM23_203**	
	2	Pricing	**AEMM23_204**	
	2	Strategic management	**AEMM23_205**	
2	1	Quantitative methods in marketing	**AEMM23_206**	**Second**
2	1	Office applicationsPower Point Word &	**AEMM23_207**	
	3	Marketing Services (2)	**AEMM23_208**	
	2	distribution	**AEMM23_209**	
	2	Promotion	**AEMM23_210**	

	2	Brand Management and Mental Positioning	AEMM23_211	
	2	Sales Management	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	Office applicationsExcel	AEMM23_214	
	3	Global Marketing	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	Internet Basics	AEMM23_306	
	3	Marketing information systems	AEMM23_307	
	2	Marketing knowledge management	AEMM23_308	Third
	2	Marketing Organization Management	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	Statistical applications in marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	Fourth
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	
	3	Contemporary Marketing Studies (2)(	AEMM23_408	

	3	Marketing Strategies	**AEMM23_409**
2	**1**	E-marketing	**AEMM23_410**
	2	Tourism and hotel marketing	**AEMM23_411**
	2	Headway (intermediate)	**AEMM23_412**

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Collaborative learning: Encouraging students to work together in small groups to solve problems related to their studies and share ideas, which contributes to enhancing interaction and knowledge exchange among them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: Presenting specific problems and challenging students to think critically and use marketing skills to solve them.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Encouraging marketing thinking: Encouraging students to develop marketing skills such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of marketing concepts, whether through periodic assessments or direct interaction with the instructor.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their subject area and their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical performance evaluation: Students can be evaluated in practical performance through practical visits and participation in practical activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**

			business management	Mr. Musa Hamad Mohammed Shihan
angel		**Entrepreneurship**	business management	Mr. Ahmed Hamid Issa Jassim
angel			business management	Mr. Marwan Hussein Abdul Farhan
angel			business management	M.M Hanan Mohammed Ibrahim Jassim
angel		**Financial management**		

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction to the university and the Department of Public Administration is provided, including an overview of the department, vision, mission, goals, and available services.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to private and public sector institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills			Knowledge				Essential or optional?	**Course name**	**Course code**	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services1		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name

Management principles 1

2. Course code

AEMM23_101

3. Semester/Year

2023-2024

4. Date this description was prepared

17/9/2023

5. Available forms of attendance

presenceYInside the hall with the use of the programClassroom to notify students of exam times and download monthly exam grades and annual effort grades.

6. Number of study hours (total) / Number of units (total)

Number of hours 45 / Number of units 3

7. Name of the course supervisor (if more than one name is mentioned)

Dr. Ali Ihsan Abdul Karim + M.M. Mohammed Hamid Nayef

8. Course objectives

1- Contribute to the understanding of evolution Historical management in organizations. 2- Student definitionImportantly Management and its basic functions. 3- Get to knowThe concept of manager in organizations and what are the administrative levels in the organization. 4- Introducing the student to the most importantStrategic plans developed by organizations to implement their work. 5- Introducing the student to howFacing challengesthatIt is faced by business organizations in today's world. 6- Qualifying graduates with high administrative efficiency that enables them to practice their administrative work.	Subject objectives

9. Teaching and learning strategies

					Strategy
- Delivering in-person and online lectures - Conducting interactive discussions with students - Oral questions for students - Blended learning (classroom)					

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Oral questions	Giving the lecture	Concept and functions of management	theoretical knowledge	3 hours	the first
Questions and share	Lecture/Discussions	The concept of manager and administrative levels	theoretical knowledge	3 hours	the second
Oral questions	Lecture/Discussions	Manager roles, basic skills for managers, and characteristics of a successful manager	theoretical knowledge	3 hours	the third
Student participation	Lecture/Discussions	Business organizations and organizations as an open system	theoretical knowledge	3 hours	Fourth
-	-	First month exam	-	3 hours	Fifth
Oral questions	Lecture/Discussions	Contemporary challenges in today's world	theoretical knowledge	3 hours	Sixth
Oral questions	Lecture/Discussions	Management between past and present	theoretical knowledge	3 hours	Seventh
Oral questions	Lecture/Discussions	Contemporary and future trends and practices in management	theoretical knowledge	3 hours	The eighth
sharingAnd a cup	Lecture/Discussions	Types of internal and external environments surrounding organizations	theoretical knowledge	3 hours	Ninth
-	-	Second month exam	-	3 hours	tenth
Oral questions	Lecture/Discussions	Organizations committed to customer service	theoretical knowledge	3 hours	eleventh
Questions and share	Lecture/Discussions	Quality Management and Continuous Improvement	theoretical knowledge	3 hours	twelfth
Oral questions	Lecture/Discussions	Planning and setting goals	theoretical knowledge	3 hours	thirteenth
Share and share	Lecture/Discussions	Planning system and its subsystems	theoretical knowledge	3 hours	fourteenth
-	-	review	-	3 hours	fifteenth

11. Course Evaluation

The final grade for the evaluation is 100 points, and the minimum for success is 50 points, and the grade is distributedEvaluation on the end of the course is 30 points and the end of the course exam is 70 points.As follows:
- First month exam 10 marks
- Second month exam 10 marks
- Daily preparation 5 degrees
- Posts 5 points

End of course exam 70 points

12. Learning and teaching resources

Principles of Management Book	Required textbooks (methodology if any)
Specialized books in management science	Main References (Sources)
A collection of administrative research specialized in the field of business administration.	Recommended supporting books and references (scientific journals, reports)
A group of websites and electronic forums	Electronic references, websites

Academic Program Description Form

University name: UniversityTikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: Bachelor Science in Marketing Management

Academic system: Course system

Description preparation date: 17/9/2023

Date of filling the file:

التوقيع: التوقيع

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 17 / 9 / 2023   التاريخ: 17 / 9 /2023

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

التوقيع

المدَرِّس المسَاعِد

أسامة موسى فرحان

مدير شعبة ضمان الجودة وتقييم الاداء

التاريخ: 17 / 9 /2023

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..
andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

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1. **Keeping pace with scientific development in preparing study requirements in the department.**

2. **Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market..**

3. **Qualifying students scientifically to continue their studies in the fields of marketing management.**

4. **Preparing and qualifying specialized scientific cadres to work in various marketing fields.**

5. **Work on developing the skills necessary for creativity in marketing activities in the business environment..**

6. **Providing expertise and advice to international community organizations.**

7. **Working to provide the market with qualified graduates who are motivated and inspired to apply various marketing skills and activities..**

8. **Develop and enhance scientific research within the department.**

9. To be an example of marketing excellence in Iraq.

10.Preparing and implementing training coursestoDeveloping marketing capabilities of employees in local organizations.

11.Developing relations between the department and similar departments in local and Arab universities..

12.Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. **DoThe programIs the program accredited? And from which authority? both**

5. Other external influences

2. **Is there a sponsor? Forprogram? Yes, Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	**14**	**6**	Institutional Requirements
	18%	**27**	**10**	College Requirements
	72.6%	**109**	**40**	Department Requirements
				Summer training
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*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public

Administration				
Credit hours		**Course name**	**Course code**	**Year/Level**
practical	**theoretical**			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	**1**	Statistics 1	AEMM23_103	
2	**1**	Financial Accounting 1	AEMM23_104	
2	**1**	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	**First**
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	**1**	Statistics 2	AEMM23_110	
2	**1**	Financial Accounting 2	AEMM23_111	
2	**1**	Economy 2	AEMM23_112	
2	**1**	Computer Basics	**AEMM23_113**	
	2	Human rights and democracy	**AEMM23_114**	
	3	Marketing Services (1)	**AEMM23_201**	
	3	Marketing Supplies	**AEMM23_202**	**Second**
	2	Product	**AEMM23_203**	

	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	**Third**
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	basicsInternet	AEMM23_306	
	3	Marketing information systems	AEMM23_307	
	2	administrationKnowledgeMarketing	AEMM23_308	
	2	administrationOrganizationsMarketing	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	ApplicationsStatisticsIn marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	**Fourth**
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	

	2	Pharmaceutical Marketing	**AEMM23_405**	
	2	Sports Marketing	**AEMM23_406**	
	2	Social and ethical responsibility of marketing	**AEMM23_407**	
	3	Contemporary Marketing Studies (2)(	**AEMM23_408**	
	3	Marketing Strategies	**AEMM23_409**	
2	1	E-marketing	**AEMM23_410**	
	2	Tourism and hotel marketing	**AEMM23_411**	
	2	Headway (intermediate)	**AEMM23_412**	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting

	its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the

material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty				
Faculty members				
Faculty preparation		**Requirements/Skills (if any)**	**Specialization**		**Academic Rank**
lecturer	**angel**		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human**	business	**Dr. Thaer Jassim**

			Resources	management	Mohammed Aftan
	angel		Organizational theory	business management	Dr. Firas Hassan Rashid Salman
	angel			business management	M.M. Mohammed Hamid Nayef Hamid
	angel		Entrepreneurship	business management	Mr. Musa Hamad Mohammed Shihan
	angel			business management	Mr. Ahmed Hamid Issa Jassim
	angel			business management	Mr. Marwan Hussein Abdul Farhan
	angel		marketing	business management	M. Saad Ajaj Khalaf Jameel
	angel		Financial management	business management	M.M Hanan Mohammed Ibrahim Jassim

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to government institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills				Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		

													Subject		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information		

												systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Customer Relationship Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Sports Marketing		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name
Marketing Management 1
2. Course code
AEMM23_102
3. Semester/Year
First course + first stage 2023-2024
4. Date this description was prepared
9/17/2023
5. Available forms of attendance
My presence in the lecture and using the WhatsApp program to notify students.
6. Number of study hours (total) / Number of units (total)
First stage / 45 hours/ Number of units (3)
7. Name of the course supervisor (if more than one name is mentioned)
M. Saad Ajaj Khalaf Email:Sajaj95@tu.edu.iq   M.M. Ahmed Hamid Issa Email:Ahmed.H.24@tu.edu.iq
8. Course objectives

1.Developing a complete picture for the student about the Principles of Marketing Management subject for the first stage **2.**Providing and preparing solid scientific cadres that simulate the reality of marketing management. **3.**Disseminating knowledge through cooperat with similar departments and holding semin and conferences.	Subject objectives

9. Teaching and learning strategies

					Strategy
1. Expanding students' understanding of topic of marketing. 2. Enhancing students' thinking about importance of marketing in their lives. 3. Providing students with skills that ena them to update their information. About marketing management.					

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
discussion	theoretical	Chapter One Introduction to Manageme Principles Marketing.	Explain concept Marketing	3	1
discussion	theoretical	Philosophical trends in the development of the marketing concept.	Philosophy explanation Marketing	3	2
discussion	theoretical	Marketing Management	What do we mean by management? Marketing	3	3
discussion	theoretical	The importance of marketing at the macroeconomic level	Explain the importance of marketing in the economy	3	4
First month exam	theoretical	Chapter Two Marketing system and environment	Marketing environment	3	5
discussion	theoretical	Chapter Three Marketing Information System Marketing research	Marketing information	3	6
discussion	theoretical	Chapter Four Consumer Behavior	Consumer concept	3	7
Second month exam	theoretical	Chapter Five Market segmentation and types of consumer and industrial products	Market segmentation concept	3	8

11. Course Evaluation

The grade is out of 100 distributed. as follows:
30 degrees are distributed as follows:
1. 10 marks for the first month exam.
2. 10 marks for the second month exam.
3.5 points for in-class participation.

4. 5 points are calculated based on the cups + daily attendance.
While the final semester is worth 70 points.

12. Learning and teaching resources

	Required textbooks (methodology if any)
Book by Dr. Thamer Yasser Al-BakriIn (Principles of Marketing Management)	Main References (Sources)
Reports	Recommended supporting books and references (scientific journals, reports...)
Internet sites	Electronic references, websites

Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: Bachelor Science in Marketing Management

Academic system: Course system

Date of preparation Description: 2023-2024

Date of filling the file:1/28/2024

التوقيع: التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 28 /1 / 2024   التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م. خلدون عبدالله خلف

التوقيع المدرس المساعد

خلدون عبدالله خلف

مدير شعبة ضمان الجودة

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision
We aspire to be the choice for students who wish to develop the necessary knowledge and skills in the field of marketing management by offering carefully selected programs of high quality to create marketing leaders who possess high skills and capabilities and are ready to work in the field of marketing and supply chain management to serve the community.

2. Program message
We prepare students for academic and professional success in the field of marketing and supply chain management by providing a distinguished educational environment that enables students to acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels. And work to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels.

3. Program objectives

1. Keeping up with scientific development ɣM ^{Y} In preparing study requirements ^{Y} In the section.

2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications. It is necessary to use it. ^{Y} In the labor market.

3. Qualifying students scientifically to continue their studies ^{Y} In the fields of marketing management.

4. Preparing and qualifying specialized scientific cadres to work ^{Y} In various marketing fields.

5. Working on developing skills Essential for creativity ^{Y} In marketing activities ^{Y} In the business environment.

6. Providing expertise and advice to civil society organizations ɣ for me .

7. Working to provide the market with qualified graduates who are full of motivation and inspiration. ɣ In applying various marketing skills and activities.

8. Development and advancement of scientific research ɣM inside the section.

9. To be an example of dates In the market ^{Y}Q^Y In Iraq

10. Preparing and implementing training courses to develop the marketing capabilities of employees. ^{Y} In local organizations.

11. Develop relationships with the department and counterpart departments. ^{Y} In local and Arab universities.

12. Theoretical and applied aspects of the combination ^{Y}Q to qualify students for work ^{Y} In the market and facing challenges.

5. Other external influences

1. Is the program accredited by the Riyam Rij? And from which authority? No

2. Is there a sponsor for the program? Yes, the Ministry of Higher EducationΥLee and scientific researchΥM

				6. Program Structure
comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	%18	27	10	College requirements
	72.6%	109	40	Requirements of the priest
				Summer training
				Other

*Notes may include whether the course is core or optional.

		/ Public Administration Department Curriculum		Program Description 7
Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Business Administration1	AEMM23_101	
	3	Marketing Management1	AEMM23_102	
2	1	count1	AEMM23_103	
2	1	Financial accounting1	AEMM23_104	
2	1	economy1	AEMM23_105	The first
	2	Arabic language	AEMM23_106	
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration2	AEMM23_108	
	3	Marketing Management2	AEMM23_109	
2	1	count2	AEMM23_110	

2	1	Financial accounting2	AEMM23_111	
2	1	economy2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	

	3	Marketing services1(	AEMM23_201	
	3	Marketing Supplies	AEMM23_202	
	2	Product C	AEMM23_203	
	2	The pricing	AEMM23_204	
	2	Strategic management	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	Office applications Power Point Word &	AEMM23_207	Second
	3	Marketing services2(	AEMM23_208	
	2	Distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand Management and Mental Positioning	AEMM23_211	
	2	Sales Management	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
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	3	Global Marketing	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	Third
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	2	Marketing knowledge management	AEMM23_308	
	2	Marketing Organization Management	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	

	2	Negotiation management	AEMM23_311
	2	Statistical applications in marketing	AEMM23_312
	2	Scientific research methods	AEMM23_313
	3	Customer Relationship Management	AEMM23_401	Fourth

	3	Contemporary Marketing Studies1(	AEMM23_402
2	1	Marketing databases	AEMM23_403
	2	Agricultural Marketing	AEMM23_404
	2	Pharmaceutical Marketing	AEMM23_405
	2	Sports Marketing	AEMM23_406
	2	Social and ethical responsibility of marketing	AEMM23_407
	3	Contemporary Marketing Studies2)	AEMM23_408
	3	Marketing Strategies	AEMM23_409
2	1	E-marketing	AEMM23_410
	2	Tourism and hotel marketing	AEMM23_411
	2	Headway (intermediate)	AEMM23_412

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership.

	- Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.
Values	
- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.
9. Teaching and learning strategies	

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Collaborative learning: Encouraging students to work together in small groups to solve problems related to their studies and share ideas, which contributes to enhancing interaction and knowledge exchange among them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: Presenting specific problems and challenging students to think critically and use marketing skills to solve them.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Encouraging marketing thinking: Encouraging students to develop marketing skills such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of marketing concepts, whether through periodic assessments or direct interaction with the instructor.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their area of expertise and their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical performance evaluation: Students can be evaluated in practical performance through practical visits and participation in practical activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

			11. Faculty
			Faculty members

Prepared by the Authority The teacher		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		KhaS	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	A.M. Mai Hamoudi Abdullah Jassim
	angel		Human Resources	business management	Dr. Thaer Jassim Mohammed Aftan
	angel		Organizational theory	business management	Dr. Firas Hassan Rashid Salman
	angel			business management	M.M. Mohammed Hamid Nayef Hamid
	angel		Entrepreneurship	business management	Mr. Musa Hamad Mohammed Shihan
	angel			business management	Mr. Ahmed Hamid Issa Jassim
	angel			business management	Mr. Marwan Hussein Abdul Farhan
	angel		marketing	business management	M. Saad Ajaj Khalaf Jameel
	angel		Financial management	business management	M.M Hanan Mohammed

				Ibrahim Jassim

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction to the university and the Department of Public Administration is provided, including an overview of the department, vision, mission, goals, and available services.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education   S

13. The most important sources of information about the program

1-	University, college and electronic department website.
2-	Priorities for establishing the department.

14. Program Development Plan

1- Curriculum development.

2- Open evening studies

3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.

4- Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.

5- Conducting training programs to develop students' capabilities in technical and information technology fields.

6- Organizing field visits and scientific trips for students to government institutions.

Program Skills Chart

Required learning outcomes of the program

I value				Skills T				Knowledge				Basic or optional	Course name	code The decision	Year/Level
G4	G3	G2	G1	for4	for3	for2	for1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		count1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial accounting1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		economy1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		count2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial accounting2		

													Subject		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		economy2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Human rights and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services1		Year The second
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product C		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		The pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Managing the world commercial and mental status		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Applications OfficeExcel		

														Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics	Year The third
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Knowledge management Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quality Management Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management D	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Applications Statistics in Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1	Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing	

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Responsibility Social and Ethical Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing strategies	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)	

*Please tick the boxes corresponding to the individual learning outcomes of the programme that are being assessed.

Course Description Form

1. Course name:
Principles of Statistics1 for marketing management
2. Course code:
AEMM23_103
3. Chapter/Year/
First course2023 - 2024
4. Date this description was prepared:
2023/9/17
5. Available forms of attendance:
My presence
6. Number of study hours (total) /
Number of units)3(: 45 hours

	7. Name of the course supervisor (if more than one name is mentioned):	
	Name: Dr. Thaer Jassim Mohammed	

8. Course objectives	
1- The aim of this course is to provide students with a comprehensive overview of the basic concepts in statistics that students must acquire. 2- The course also aims to clarify relevant terms and understand their meanings, with the aim of reviewing the vital role of these concepts in achieving competitive superiority for organizations operating in the business field. 3- Analyzing data and information using accurate statistical methods. 4- Understanding abstract mathematical concepts 5- The student seeks to deduce and conclude to understand the laws of mathematical foundations. 6- Increases the student's ability to think mathematically and logically 7- The student becomes able to solve questions related to the topic.	Subject objectives

9. Teaching and learning strategies	
• Use the board. • Homework • Try to investigate some tasks and problems to find out their causes. • Blended learning • Using visual explanation methods (data show)	Strategy

10. Course Structure

road Evaluation	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Definition of statistics, its importance and statistical methods in scientific research	Know what it is Statistics and in what	3	1

			fields does it work?		
Follow up on homework and formulate at least three questions. And do a quick test)cone(	Theory and practical examples	Methods and means of data collection, classification and tabulation of data	How to get On data through the sample community	3	2
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Random variables and tabular presentation of data	How to get samples Randomly and displayed in tables	3	3
Follow up on homework and formulate at least three questions.	Theory and practical examples	Relative and double frequency distribution And the accumulated repetition of ascending and descending	Learn how to create a frequency distribution table according to study requirements	3	4
Follow up on homework and formulate at least three questions. And do a quick test)cone(	Theory and practical examples	Engineering data presentation	Learn to draw bar charts, rectangle charts, circle charts, and polygon charts. The curve and the histogram	3	5
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Measures of central tendency	Know the medium Arithmetic, weighted mean, and squared mean	3	6
Follow up on homework, formulate three questions and do a quick test. (A cup) at least	Theory and practical examples	Measures of central tendency	Know what it is harmonic mean And the geometric mean Mode, median and relationship between measures	3	7

Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Absolute measures of dispersion: range and mean deviation	Measuring variation in data	3	8

Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Standard deviation and variance	Measuring variation in data	3	9
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Relative measures of dispersion: coefficient of variation and standard deviation	Measuring variation in data	3	10
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Simple Pearson correlation	Measuring the quantitative relationship between variables	3	11
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Sperma n rank correlation	Measuring the hierarchical relationship between variables	3	12
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Trait correlation: compatibility coefficient, coupling coefficient	Measuring the relationship between variables	3	13
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Simple linear regression	Model of the relationship between variables	3	14
Follow up on homework, formulate at least three questions, and take a quick test.)cone(	Theory and practical examples	Multiple Linear Regression	Model of the relationship between variables	3	15

11. Course Evaluation

Final grade for evaluation from100 points, and the minimum passing score is 50 points, and the evaluation score is distributed over a 30-point effort and an end-of-course exam of 70 points, as follows:

- First month exam10 degrees
- Second month exam10 degrees
- Daily Preparation and Quick Exam Scores (Cue)5 degrees
- Posts5 marks End of course exam 70 marks

12. Learning and teaching resources

Statistics Book, Mahmoud Hassan Al-Mashhadani and Amir Hanna Hormuz, University of Baghdad1989.	Required textbooks (methodology if any)
Money and Business Statistics, Kamal Alwan Khalaf Al-Mashhadani, Mohammed Nadhir Al-Shammari,2012. Introduction to Statistics: Dr. Khasha Mahmoud Al-Rawis, year of authorship 2000, second edition.	Main References (Sources)
Statistics book, authored by Dr. Ahmed Abdel Samee, Medical2008, 1st ed., Dar Al Bidaya, Amman.	Recommended supporting books and references (scientific journals, reports, etc.)
Sites related to statistics and statistical programshttps://www.Stastistics.com	Electronic references, websites

Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: BachelorScience in Marketing Management

Academic system: Course system

Description preparation date: 17 /   9 /2023

Date of filling the file:

التوقيع: التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 17 / 9 / 2023   التاريخ: 2023/ 9 / 17

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

المدَرِّس المَسَاعِد
أسَامَة مُوسَى فرْحان
مدير شعبة ضمان الجودة وتقييم الاداء

التوقيع

التاريخ: 17 / 9 /2023

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels.. andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. **Keeping pace with scientific developments in preparing study requirements in the department.**

2. **Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.**

3. **Qualifying students scientifically to continue their studies in the fields of marketing management.**

4. **Preparing and qualifying specialized scientific cadres to work in various marketing fields.**

5. **Working on developing the skills necessary for creativity in marketing activities in the business environment.**

6. **Providing expertise and advice to international community organizations.**

7. **Working to provide the market with qualified graduatesThey are motivated and inspired to apply various marketing skills and activities.**

8. **Developing and promoting scientific research within the department.**

9. To be an example of marketing excellence in Iraq.

10.Preparing and implementing training coursestoDeveloping the marketing capabilities of employees in local organizations.

11.Developing relations between the department and similar departments in local and Arab universities.

12.Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. **DoThe programIs the program accredited? And from which authority? both**

5. Other external influences

2. **Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	**14**	**6**	Institutional Requirements
	18%	**27**	**10**	College Requirements
	72.6%	**109**	**40**	Department Requirements
				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public Administration

Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Business Administration 1	AEMM23_101	**First**
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	**Second**
	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	**Third**

2	**1**	Marketing research	**AEMM23_302**	
	2	consumer behavior	**AEMM23_303**	
	2	Marketing risk management	**AEMM23_304**	
	2	Headway (pre-intermediate)	**AEMM23_305**	
2	**1**	basicsInternet	**AEMM23_306**	
	3	Marketing information systems	**AEMM23_307**	
	2	administrationKnowledgeMarketing	**AEMM23_308**	
	2	administrationOrganizationsMarketing	**AEMM23_309**	
	2	Marketing Quality Management	**AEMM23_310**	
	2	Negotiation management	**AEMM23_311**	
	2	ApplicationsStatisticsIn marketing	**AEMM23_312**	
	2	Scientific research methods	**AEMM23_313**	
	3	Customer Relationship Management	**AEMM23_401**	
	3	Contemporary Marketing Studies (1)	**AEMM23_402**	
2	**1**	Marketing databases	**AEMM23_403**	
	2	Agricultural Marketing	**AEMM23_404**	
	2	Pharmaceutical Marketing	**AEMM23_405**	
	2	Sports Marketing	**AEMM23_406**	**Fourth**
	2	Social and ethical responsibility of marketing	**AEMM23_407**	
	3	Contemporary Marketing Studies (2)(	**AEMM23_408**	
	3	Marketing Strategies	**AEMM23_409**	
2	**1**	E-marketing	**AEMM23_410**	
	2	Tourism and hotel marketing	**AEMM23_411**	
	2	Headway (intermediate)	**AEMM23_412**	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions.

	- Disseminating marketing knowledge in all institutions to achieve the aspirations of society.	
Skills		
- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.	
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.	
Values		
- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.	
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.	

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
			private	general	
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**
	angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel			business management	**Mr. Ahmed Hamid Issa Jassim**
	angel			business management	**Mr. Marwan Hussein Abdul Farhan**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- Curriculum development.

2- Open evening studies

3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.

4- Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.

5- Conducting training programs to develop students' capabilities in technical and information technology fields.

6- Organizing field visits and scientific trips for students to government institutions.

Program Skills Chart

Required learning outcomes of the program

Values					Skills			Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		

													Course		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)	

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name/
Financial Accounting 1
2. Course code /
AEMM23_104
3. Semester/Year
First course / first stage
4. Date this description was prepared
28\1\2024
5. Available forms of attendance
In-person for students
6. Number of study hours (total) / Number of units (total)
45 hours for 3 units per week

7. Name of the course supervisor (if more than one name is mentioned)

A.M. Afaq Dhnoon Ibrahim Email:afaaqalbadri@tu.edu.iq

8. Course objectives

| 1- Knowing how to calculate and obtain trade discounts
2- Knowledge of dealing with commercial papers, bills of exchange and checks.
3- How to correct unintentional accounting errors using conventional accounting methods
4- Knowing how to conduct inventory adjustments and prepare for final accounts.
5- Knowing how to prepare and organize final accounts. | Subject objectives |

9. Teaching and learning strategies

| 1-IThe lecture is conducted in a practical manner related to the reality of daily life to attract the student to the lecture topic without straying away from it.onThe core of the topic is to make the lecture flexible, understandable and analyzable.
2-Assigning the student some group activities and duties.
3-Allocate a percentage of the grade to daily assignments and tests. | Strategy |

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Daily preparation oral and written tests	a lecture	Accounting in business	Introduction to Accounting the Corporate Environment	3	the first
Daily preparation oral and written tests	a lecture	Basic functions of accounting	The nature of the accounting function and delivery Information users informatic	3	the second
Daily preparation oral and written tests	a lecture	The scientific side of accounting	Knowing the objectives, principles and assumptions	3	the third
Daily preparation oral and written tests	a lecture	Single restriction	Knowing the single entry registration in The projectTIndividuality	3	Fourth
Daily preparation oral and written tests	a lecture	Accounting operations	Know the budget equation	3	Fifth

				3	Sixth
Daily preparation oral and written tests	a lecture	Double entry concepts	Knowledge of accounting documents and records	3	Sixth
Daily preparation oral and written tests	a lecture	double entry	How to register double entry	3	Seventh
Daily preparation oral and written tests	a lecture	Accounting cycle	Process Analysis - Recording Posting Credit-Balance sheet	3	The eighth
Daily preparation oral and written tests	a lecture	Accounting for company formation	Knowledge of raising and increasing capital And reduce it	3	Ninth
Daily preparation oral and written tests	a lecture	Personal withdrawals and loans	Knowing how to register personal withdrawals Loans and interest	3	tenth
Daily preparation oral and written tests	a lecture	Revenue and capital expenditures	Knowing how to record expenses Revenue and capitalism	3	eleventh
Daily preparation oral and written tests	a lecture	Accounting for goods - purchases	Knowledge of purchase return records And its surveys and purchase expenses	3	twelfth
Daily preparation oral and written tests	a lecture	Accounting for goods - sales	Knowing how to record sales and returns And its surveys and purchase expenses	3	thirteenth
Daily preparation oral and written tests	a lecture	Income Statement	Knowledge of preparing and organizing the income statement, income statement	3	fourteenth
Daily preparation oral and written tests	a lecture	Financial Center List	Knowledge of preparing and organizing the financial position statement	3	fifteenth

11. Course Evaluation

Examssuddenness:5 degrees

Oral tests for previous lectures will be in the form of a competition: 5 grades

Monthly exam: 20 grades

Quest: 30 points

Final Exam: 70 marks

12. Learning and teaching resources

Kieso, D., et al, Principles of Accounting, (10th, E.D., John Wiley & Sons, 2012)	Required textbooks (methodology if any)
Al-Hayali and Al-Kasb, Saddam Mohammed, Ali Ibrahim, Principles of Accounting 2017, Tikrit University, Iraq.	Main References (Sources)

College Library, University Library and Specialized Accounting Journals	Recommended supporting books and references (scientific journals, reports...)
https://up.acc-arab.com/do.php?id=265	Electronic references, websites

Academic Program Description Form

University name: UniversityTikrit

College/Institute: CollegeManagement and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: BachelorScience in Marketing Management

Academic system: Course system

Description preparation date: 17/9/2023

Date of filling the file:

التوقيع: التوقيع

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس

فرحان جدي

2023 / 9 / 17 :التاريخ   2023 /9 / 17 :التاريخ

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

التوقيع

المُدَرِّس المُسَاعِد

أسَامَة مُوسَى فَرحَان

مدير شعبة ضمان الجودة وتقييم الاداء

2023/ 9 / 17   :التاريخ

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..

andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. Keeping pace with scientific developments in preparing study requirements in the department.

2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.

3. Qualifying students scientifically to continue their studies in the fields of marketing management.

4. Preparing and qualifying specialized scientific cadres to work in various marketing fields.

5. Working on developing the skills necessary for creativity in marketing activities in the business environment.

6. Providing expertise and advice to international community organizations.

7. Working to provide the market with qualified graduatesThey are motivated and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10. Preparing and implementing training coursestoDeveloping the marketing capabilities of employees in local organizations.

11. Developing relations between the department and similar departments in local and Arab universities.

12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. DoThe programIs the program accredited? And from which authority?   both

5. Other external influences

2. Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific Research

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements
				Summer

			training
			Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public Administration

Credit hours		Course name	Course code	Year/Level
practical	**theoretical**			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	**1**	Statistics 1	AEMM23_103	
2	**1**	Financial Accounting 1	AEMM23_104	
2	**1**	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	**First**
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	**1**	Statistics 2	AEMM23_110	
2	**1**	Financial Accounting 2	AEMM23_111	
2	**1**	Economy 2	AEMM23_112	
2	**1**	Computer Basics	AEMM23_113	

	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	
	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	**Second**
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	basicsInternet	AEMM23_306	
	3	Marketing information systems	AEMM23_307	**Third**
	2	administrationKnowledgeMarketing	AEMM23_308	
	2	administrationOrganizationsMarketing	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	ApplicationsStatisticsIn marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	

	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	Fourth
	3	Contemporary Marketing Studies (2)(	AEMM23_408	
	3	Marketing Strategies	AEMM23_409	
2	1	E-marketing	AEMM23_410	
	2	Tourism and hotel marketing	AEMM23_411	
	2	Headway (intermediate)	AEMM23_412	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.

- Providing leading marketing management cadres for public and private sector institutions.
- Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.

- Developing and supporting the spirit of creativity, innovation and leadership.
- Creating an open environment for cultural and intellectual exchange.

- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	A.M. Mai Hamoudi Abdullah Jassim
	angel		Human Resources	business management	Dr. Thaer Jassim Mohammed Aftan
	angel		Organizational theory	business management	Dr. Firas Hassan Rashid Salman
	angel			business management	M.M. Mohammed Hamid Nayef Hamid
	angel		Entrepreneurship	business management	Mr. Musa Hamad Mohammed Shihan
	angel			business management	Mr. Ahmed Hamid Issa Jassim
	angel			business management	Mr. Marwan Hussein Abdul Farhan
	angel		marketing	business management	M. Saad Ajaj Khalaf Jameel
	angel		Financial management	business management	M.M Hanan Mohammed Ibrahim Jassim

Professional development
Orientation of new faculty members

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2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

Professional development for faculty members

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6. Continuous Development: Ongoing feedback and support is provided to faculty

members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to government institutions.**

Program Skills Chart														
Required learning outcomes of the program														
Values					Skills				Knowledge			Essential or optional?	Course name	Course code	Year/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		First year

													Course		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &	Second year	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global	Third	

													Marketing	year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management	Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2	

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)	

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name
Principles of Economics 1
2. Course code
AEMM23_105
3. Semester/Year
First Semester/First Course - Academic Year 2023-2024
4. Date this description was prepared
17/9/2023
5. Available forms of attendance
My presence
6. Number of study hours (total) / Number of units (total)
3 hours per week (45) hours / number of units (3)
7. Name of the course supervisor (if more than one name is mentioned)
Dr. Alaa Abdul Jabbar Hussein
8. Course objectives

• **Solving problems using modern methods used in administrative and economic development followed in work, which may be determined by known or unknown circumstances.** • **Enabling students to understand the principles,**	Subject objectives

concept and literature of economics in order to broaden their horizons in economic sciences.
- Developing and expanding students' awareness in the economic field and developing their ability to think properly
- Providing the recipient with statistical and economic skills that enable him to employ them in his field of work
- Developing positive thinking in solving problems in a logical and scientific way.
- Employing economics in management science and the interconnection between them and enabling the recipient to solve the problems facing society.
- Understanding the positive effects of economics in developing the aspects of life.

9. Teaching and learning strategies

1. Student educationCase studiestheAcademictheReal to apply conceptsEconomyIn realistic contexts.

2. They can learn and understand economic terms in a sound and scientific way.yourWe have themto analyze data,And they concluderesults, and learn how to make decisions.Appropriate management.

3. Collaborative learningFor students forWork together in small groups to solve problems.Economic and administrative.

4. TheDripProject ManagerAFor studentsY andParticipation in applied projects that requireUnderstanding economic issues directly related to management science.

5. UseCalculator and advanced scientific tools such as display screen to solve mathematical problems within the field of economics related to management.

6. Interactive learning using interactive activities and tasks that encourage active student participation. This strategy can include small group discussion.

Strategy

10. Course Structure

Evaluation method	Learning method	Unit or topic name	Required learning outcomes	Watches	The week

Daily, weekly and monthly exams and daily activity andFollow up on assignments and duties	theore tical	Definition of economics	Understand the basic economic concepts and terms that a manager needs in research and analysis.	3	**the first**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Theoretical introduction	Definition of the concept of economics and its relationship to management	**3**	**the second**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Field of economics	- Identify the stages of scientific research in management and economics and the methods used in each stage. - Understanding the basic economic and administrative concepts and terms that a manager needs in the stages of his work.	**3**	**the third**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	The economic problem	Study of how unlimited basic needs are satisfied from limited economic resources.	**3**	**Fourth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Consumer Behavior Theories	Understand the most important economic theories that intellectually address consumer behavior and the most important influences related to it directly or indirectly.	**3**	**Fifth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Flexibility and market mechanism	- Study the concept of elasticity, its equation, how to measure it, and its relationship to the market mechanism (supply and demand).	**3**	**Sixth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Market idea and market structure	- Identify the common types of samples used in administrative research. And study administrative applications for using different types of samples.	**3**	**Seventh**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Demand and consumption	- Learn the mechanism of the free market and how to measure supply and demand in the market and understand the laws of supply and demand and the balance between	**3**	**The eighth**

			them.		
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Production and factors of production	- Definition of production and the production process and study of the most important factors and elements of production, including capital, labor, organization, and natural resources, including land.	**3**	**Ninth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Supply and supply flexibility	- Study the law of supply, the law of elasticity of supply, and the factors affecting supply.	**3**	**tenth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	market equilibrium	- Studying the equilibrium point in the market between supply and demand and the corresponding equilibrium price and how to maintain the market balance assuming other factors are constant.	**3**	**eleventh**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theore tical	Consumer Behavior and Utility	Expanding the study of the most important theories that study consumer behavior and the most important factors that affect it and its relationship to the concept of utility	**3**	**twelfth**
Daily, weekly and monthly exams, and follow-up of assignments and costs	theore tical	Production costs	Understand the most important theories of production costs, their types and levels, and distinguish between fixed, average and variable costs and detail them	**3**	**thirteent h**
Daily, weekly and monthly exams, and follow-up of assignments and costs	theore tical	Money-Inflation-Depression-Foreign Trade	Study of money, banking, inflation and recession phenomena, foreign trade and the relationship between these variables	**3**	**fourteent h**
Daily and weekly examsFinal exam for the first course	**Editor ial**	**End of course exam**	**A comprehensive review of all previous topics over the first seven weeks of the course.**	**3**	**fifteenth**

11. Course Evaluation

12. Learning and teaching resources	
Principles of Economics/Dr. Karim Mahdi Al-Hasnawi/University of Baghdad	Required Textbooks
Principles of Economics-Prof. Dr. Alaa Shafiq Al-Rawi **A number of other textbooks in economics**	Main References
A number of specialized journals in economics and related university theses and dissertations	Supporting books and references
Website	Electronic references, websites

Program Description FormAcademic

University name: UniversityTikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Degree Name: Bachelor Science in Marketing Management

Academic system: Course system

Description preparation date: 17/   9/2023

Date of filling the file:

التوقيع: التوقيع

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس

فرحان جدي

التاريخ: 17 / 9 / 2023   التاريخ: 17 / 9 /2023

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

التوقيع

التاريخ: 17 / 9 /2023

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..
andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. Keeping pace with scientific development in preparing study requirements in the department.

2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market..

3. Qualifying students scientifically to continue their studies in the fields of marketing management.

4. Preparing and qualifying specialized scientific cadres to work in various marketing fields.

5. Work on developing the skills necessary for creativity in marketing activities in the business environment..

6. Providing expertise and advice to international community organizations.

7. Working to provide the market with qualified graduates who are motivated and inspired to apply various marketing skills and activities..

8. **Develop and enhance scientific research within the department.**

9. **To be an example of marketing excellence in Iraq.**

10. **Preparing and implementing training coursestoDeveloping marketing capabilities of employees in local organizations.**

11. **Developing relations between the department and similar departments in local and Arab universities..**

12. **Combining theoretical and practical aspects to qualify students to work in the market and face challenges.**

4. Program accreditation

1. **DoThe programIs the program accredited? And from which authority? both**

5. Other external influences

2. **Is there a sponsor? Forprogram? Yes, Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	**14**	**6**	Institutional Requirements
	18%	**27**	**10**	College Requirements
	72.6%	**109**	**40**	Department Requirements
				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public Administration

Credit hours		Course name	Course code	Year/Level
practical	**theoretical**			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	**First**
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	**Second**
	3	Marketing Supplies	AEMM23_202	

	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	basicsInternet	AEMM23_306	
	3	Marketing information systems	AEMM23_307	Third
	2	administrationKnowledgeMarketing	AEMM23_308	
	2	administrationOrganizationsMarketing	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	ApplicationsStatisticsIn marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	Fourth
2	1	Marketing databases	AEMM23_403	

	2	Agricultural Marketing	AEMM23_404
	2	Pharmaceutical Marketing	AEMM23_405
	2	Sports Marketing	AEMM23_406
	2	Social and ethical responsibility of marketing	AEMM23_407
	3	Contemporary Marketing Studies (2)(	AEMM23_408
	3	Marketing Strategies	AEMM23_409
2	1	E-marketing	AEMM23_410
	2	Tourism and hotel marketing	AEMM23_411
	2	Headway (intermediate)	AEMM23_412

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional	- Establishing social and ethical responsibility.

competence.	- Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written

tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial	business	Asst. Prof. Dr. Firas

				management	management	Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**
	angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel			business management	**Mr. Ahmed Hamid Issa Jassim**
	angel			business management	**Mr. Marwan Hussein Abdul Farhan**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**
	angel		**the language**	**Arabic**	M.M. Wissam Mustafa Hassan Salman

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4- Providing support resources: New members are provided with the necessary

resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to government institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills				Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		

													Course		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		

													Course		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name
Arabic
2. Course code
AEMM23_106
3. Semester/Year
First Semester - First Course / 2023-2024
4. Date this description was prepared
17/ 9/2023
5. Available forms of attendance
Attendee list
6. Number of study hours (total) / Number of units (total)
30/hour - 2 units
7. Name of the course supervisor (if more than one name is mentioned)
Name: M.M. Wissam Mustafa Hassan Salman Email: wissam.mustafa93@tu.edu.iq
8. Course objectives

• Identifying the most important mistakes made by first-year students while writing. • Students interact with the material during the lecture. • Employing the language and enabling the student to solve the most important problems he faces in his academic and professional life. • Developing the mind and making it understand in some way the meanings of words. • Familiarity with the most important grammar rules that enable him to practice his professional and	Subject objectives

practical life
- Focus on building a cultural and practical personality that enables him to manage the work in the absence of the responsible element.

9. Teaching and learning strategies

• **Interaction using educational activities from students encourages them to know the ambiguity that may occur to some of them.** • **Practical cases that can be practiced during lectures.** • **Cooperative learning between students themselves in small or large groups enables them to solve and find the most important problems they face.** • **Many students explain the material themselves and create a mutual interaction between them and the material.** • **Doing many tasks that attract the student's attention and make his focus stronger, thus instilling the spirit of knowledge in the student and making him search for the mysteries of words and their precise expressions.**	Strategy

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Ask questions and attend	**My presence**	**Arabic sentence concept**	**Identify the most important contents of the sentence**	**2**	**the first**
Ask questions and attend	**My presence**	**Sentence types (nominal - verbal)**	**Learn the most important details of the signs of the noun and what is related to it, as well as the verb**	**2**	**the second**
Participation and attendance	**My presence**	**Nominal sentence (subject and predicate)**	**Identifying what is nunated in speech and what can be raised**	**2**	**the third**
Attendance and participation	**My presence**	**Types of news, presenting news, deleting it**	**Identifying the types of news, such as nouns and quasi-sentences, when the news comes first, and when it can be deleted**	**2**	**Fourth**
Attendance and participation	**My presence**	**poem**	**Knowing the differences between words that the student may know, old and new**	**2**	**Fifth**
Answer the questions	**My presence**	**exam**	**Review what was taken previously**	**2**	**Sixth**
Attendance and participation	**My presence**	**Abrogators (kana and its sisters)**	**Knowing what can be raised and lowered**	**2**	**Seventh**
Attendance and	**My presence**	**Continuation of the previous topic**		**2**	**The eighth**

participation					
Attendance, participation and submission of the article	My presence	Article on previous topic	Applying the previous explanation and making it in a correct context that the student understands its details	2	Ninth
Attendance and participation	My presence	An and its sisters	Differentiation between abrogators	2	tenth
Attendance and participation	My presence	Continuation of the previous topic	Knowing what nouns are raised and lowered, unlike (kana)	2	eleventh
Attendance and participation	My presence	poem	Knowing the meanings of words in one covenant	2	twelfth
Answer the questions	My presence	exam	To know the extent of their understanding of the previous explanation of the material	2	thirteenth
Attendance and participation	My presence	Exchange balance	Knowing the meanings of words through weight	2	fourteenth
Attendance and participation	My presence	Writing the hamza	Knowing the places where the hamza is written and the rules for writing it	2	fifteenth

11. Course Evaluation

The grade is distributed out of 100, divided by (70) for the end-of-course exam, and (30) as a mark for the student's efforts throughout the course period, divided according to attendance, participation, and daily and monthly tests, while adhering to the Ministry's instructions regarding this part of the grade and its divisions.

12. Learning and teaching resources

Printed lectures in the form of systematic chapters that serve the educational process.	Required textbooks (methodology if any)
1- Ibn Aqil's explanation of Ibn Malik's Alfiyyah - Ibn Aqil 2- Comprehensive Grammar - Abbas Hassan	Main References (Sources)

3- The fragrance of knowledge in the art of morphology - Ahmed bin Mohammed Al-Hamlawi	
nothing	Recommended supporting books and references (scientific journals, reports...)
nothing	Electronic references, websites

Academic Program Description Form

University name: Tikrit University

College/Institute: College of Management and Economics

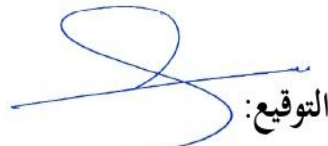Academic Department: Marketing Management Department

Name of academic or professional program: Department of Marketing Management

Final Degree Name: Bachelor of Science in Marketing Management

Academic system: Course system

Description preparation date: 28/1/2024

Date of filling the file:

التوقيع: التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس
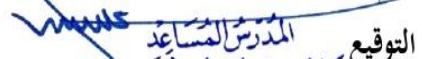
فرحان جدي

التاريخ: 28 / 1 / 2024   التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف

التوقيع   المدرس المساعد

خلدون عبدالله خلف

مدير شعبة ضمان الجودة

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the knowledge and skills needed inMarketing Management MajorBy offering carefully selected, high-quality programs to create marketing leaders with high skills and capabilities who are ready to work in the field of marketing and supply chain management.To serve the community.

2. Program message

We prepare students for academic and professional success in the field of marketing and supply chain management by providing a distinguished educational environment that enables students to acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..

And work to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. Keeping pace with scientific developments in preparing study requirements in the department.

2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.

3. Qualifying students scientifically to continue their studies in the fields of marketing management.

4. Preparing and qualifying specialized scientific cadres to work in various marketing fields.

5. Working on developing the skills necessary for creativity in marketing activities in the business environment.

6. Providing expertise and advice to international community organizations.

7. Working to provide the market with qualified graduatesThey are motivated and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10. Preparing and implementing training courses to develop the marketing capabilities of employees in local organizations.

11. Developing relations between the department and similar departments in local and Arab universities.

12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. **Is the program accredited? And from which authority?   both**

5. Other external influences

2. **Is there a sponsor for the program? Yes, the Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	**14**	**6**	Institutional Requirements
	18%	**27**	**10**	College Requirements
	72.6%	**109**	**40**	Department Requirements

				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Marketing Management Department Curriculum

Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	
	3	Headway (Beginner)	AEMM23_107	**First**
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	
	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	Strategic management	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	**Second**
2	1	Office applicationsPower Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	

	2	Brand Management and Mental Positioning	AEMM23_211	
	2	Sales Management	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	Office applicationsExcel	AEMM23_214	
	3	Global Marketing	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	Internet Basics	AEMM23_306	
	3	Marketing information systems	AEMM23_307	
	2	Marketing knowledge management	AEMM23_308	Third
	2	Marketing Organization Management	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	Statistical applications in marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	Fourth
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	
	3	Contemporary Marketing Studies (2)(	AEMM23_408	

	3	Marketing Strategies	AEMM23_409
2	1	E-marketing	AEMM23_410
	2	Tourism and hotel marketing	AEMM23_411
	2	Headway (intermediate)	AEMM23_412

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Collaborative learning: Encouraging students to work together in small groups to solve problems related to their studies and share ideas, which contributes to enhancing interaction and knowledge exchange among them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: Presenting specific problems and challenging students to think critically and use marketing skills to solve them.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Encouraging marketing thinking: Encouraging students to develop marketing skills such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of marketing concepts, whether through periodic assessments or direct interaction with the instructor.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their subject area and their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical performance evaluation: Students can be evaluated in practical performance through practical visits and participation in practical activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**

	angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel			business management	**Mr. Ahmed Hamid Issa Jassim**
	angel			business management	**Mr. Marwan Hussein Abdul Farhan**
	angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction to the university and the Department of Public Administration is provided, including an overview of the department, vision, mission, goals, and available services.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to private and public sector institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills			Knowledge				Essential or optional?	**Course name**	**Course code**	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services1		

													Course		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name

Business Administration 2

2. Course code

AEMM23_108

3. Semester/Year

2023-2024

4. Date this description was prepared

1/28/2024

5. Available forms of attendance

In-room attendance with softwareClassroomTo notify students of exam times and grades
Monthly exams and annual pursuit grades

6. Number of study hours (total) / Number of units (total)

Number of hours 45 / Number of units 3

7. Name of the course supervisor (if more than one name is mentioned)

M.D.Ali Ihsan Abdul Karim
Mr. Nawaf Rasool

8. Course objectives

1- Contribute to the understanding of evolution Historical management in organizations. 2- Student definitionImportantly Management and its basic functions. 3- Get to knowThe concept of manager in organizations and what are the administrative levels in the organization. 4- Introducing the student to the most importantStrategic plans developed by organizations to implement their work. 5- Introducing the student to howFacing challengesthatIt is faced by business organizations in today's world. 6- Qualifying graduates with high administrative efficiency that enables them to practice their administrative work.	Subject objectives

9. Teaching and learning strategies

- **Delivering in-person and online lectures** - **Conducting interactive discussions with students**	Strategy

- **Oral questions for students**	
- **Blended learning (classroom)**	

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
sharingAnd a cup	Lecture/Discussions	-Censorship -Control and its purposes -Types of control -Control tools	theoretical knowledge	3 hours	the first
Questions and share	Lecture/Discussions	- Decision Making and the Role of Information Technology - The concept of decision and its types - Participation in decision making	theoretical knowledge	3 hours	the second
Oral questions	Lecture/Discussions	- Leadership - Leadership theories - Modern trends in leadership	theoretical knowledge	3 hours	the third
sharingAnd a cup	Lecture/Discussions	- Organization basics - Types of organizational structures - Organizational issues	theoretical knowledge	3 hours	Fourth
sharingAnd a cup	Lecture/Discussions	Types of internal and external environments surrounding organizations	theoretical knowledge	3 hours	Fifth
-	-	Second month exam	-	3 hours	Sixth
Oral questions	Lecture/Discussions	Organizations committed to customer service	theoretical knowledge	3 hours	The one who is waiting
Questions and share	Lecture/Discussions	Quality Management and Continuous Improvement	theoretical knowledge	3 hours	The eighth
Oral questions	Lecture/Discussions	Planning and setting goals	theoretical knowledge	3 hours	Ninth
Share and share	Lecture/Discussions	Planning system and its subsystems	theoretical knowledge	3 hours	tenth
Questions and share	Lecture/Discussions	Characteristics of societies Administratively advanced Contemporary challenges in our world today	theoretical knowledge	3 hours	eleventh
Oral questions	Lecture/Discussions	Management between past and present Classical school Behavioral school	theoretical knowledge	3 hours	twelfth

Share and share	Lecture/Discussions	Quantitative school			
Share and share	Lecture/Discussions	Modern schools Contemporary and future trends Business ethics	theoretical knowledge	3 hours	thirteenth
Share and share	Lecture/Discussions	Globalization and International Business Leadership, creativity and small business	theoretical knowledge	3 hours	fourteenth
-	-	Third month exam	-	3 hours	fifteenth

11. Course Evaluation
It is one of the basic and important courses of the department and helps in developing the industrial economy of the country.

12. Learning and teaching resources	
Principles of Management Book	Required textbooks (methodology if any)
Specialized books in management science	Main References (Sources)
A collection of administrative research specialized in the field of business administration.	Recommended supporting books and references (scientific journals, reports)
A group of websites and electronic forums	Electronic references, websites

Academic Program Description Form

University name: UniversityTikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: BachelorScience in Marketing Management

Academic system: Course system

Description preparation date: 28/1/2024

Date of filling the file:

التوقيع: التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس

فرحان جدي

التاريخ: 28 / 1 / 2024   التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف

التوقيع

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision
We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message
We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels.. andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives
1. **Keeping pace with scientific development in preparing study requirements in the department.** 2. **Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market..** 3. **Qualifying students scientifically to continue their studies in the fields of marketing management.** 4. **Preparing and qualifying specialized scientific cadres to work in various marketing fields.** 5. **Work on developing the skills necessary for creativity in marketing activities in the business environment..** 6. **Providing expertise and advice to international community organizations.** 7. **Working to provide the market with qualified graduates who are motivated and inspired to apply various marketing skills and activities..** 8. **Develop and enhance scientific research within the department.**

9. To be an example of marketing excellence in Iraq.

10.Preparing and implementing training coursestoDeveloping marketing capabilities of employees in local organizations.

11.Developing relations between the department and similar departments in local and Arab universities..

12.Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. **DoThe programIs the program accredited? And from which authority? both**

5. Other external influences

2. **Is there a sponsor? Forprogram? Yes, Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	**14**	**6**	Institutional Requirements
	18%	**27**	**10**	College Requirements
	72.6%	**109**	**40**	Department Requirements
				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public

Administration				
Credit hours		**Course name**	**Course code**	**Year/Level**
practical	**theoretical**			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	**First**
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	
	3	Marketing Supplies	AEMM23_202	**Second**
	2	Product	AEMM23_203	

	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	basicsInternet	AEMM23_306	
	3	Marketing information systems	AEMM23_307	Third
	2	administrationKnowledgeMarketing	AEMM23_308	
	2	administrationOrganizationsMarketing	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	ApplicationsStatisticsIn marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	Fourth
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	

	2	Pharmaceutical Marketing	AEMM23_405
	2	Sports Marketing	AEMM23_406
	2	Social and ethical responsibility of marketing	AEMM23_407
	3	Contemporary Marketing Studies (2)(	AEMM23_408
	3	Marketing Strategies	AEMM23_409
2	1	E-marketing	AEMM23_410
	2	Tourism and hotel marketing	AEMM23_411
	2	Headway (intermediate)	AEMM23_412

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting

	its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the

material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar

				business management	A.M. Mai Hamoudi Abdullah Jassim
	angel		development	business management	A.M. Mai Hamoudi Abdullah Jassim
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**
	angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel			business management	**Mr. Ahmed Hamid Issa Jassim**
	angel			business management	**Mr. Marwan Hussein Abdul Farhan**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development
Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- Curriculum development.

2- Open evening studies

3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.

4- Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.

5- Conducting training programs to develop students' capabilities in technical and information technology fields.

6- **Organizing field visits and scientific trips for students to government institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills			Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		

													Subject		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		

													Course		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name
Marketing Management 2
2. Course code
AEMM23_109
3. Semester/Year
Second course + first stage
4. Date this description was prepared
1/28/2024
5. Available forms of attendance
My presence in the lecture and using the WhatsApp program to notify students.
6. Number of study hours (total) / Number of units (total)
First stage / 45 hours/ Number of units (3)
7. Name of the course supervisor (if more than one name is mentioned)
M. Saad Ajaj Khalaf Email:Sajaj95@tu.edu.iq M.M. Ahmed Hamid Issa Email:Ahmed.H.24@tu.edu.iq
8. Course objectives

1.Developing a complete picture for the student about the Principles of Marketing Management subject for the first stage **2.**Providing and preparing solid scientific cadres that simulate the reality of marketing management. **3.**Disseminating knowledge through cooperat with similar departments and holding semin and conferences.	Subject objectives

9. Teaching and learning strategies

1. Expanding students' understanding of topic of marketing. 2. Enhancing students' thinking about importance of marketing in their lives. 3. Providing students with skills that ena them to update their information. About marketing management.	Strategy

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
discussion	theoretical	Chapter Six Product	Product Concept	3	1
discussion	theoretical	Chapter Seven Promotion	Promotion concept	3	2
discussion	theoretical	Chapter Eight the price	Price concept	3	3
discussion	theoretical	Chapter Nine distribution	Distribution concept	3	4
First month exam	theoretical	Chapter 10 Physical Distribution	Physical distribution concept	3	5
discussion	theoretical	Chapter Eleven Services Marketing	Services Marketing Concept	3	6
discussion	theoretical	Chapter Twelve Social Responsibility of Marketing	Social Responsibility of Marketing	3	7
Second month exam	theoretical	Chapter Thirteen Marketing Ethics	Marketing Ethics	3	8

11. Course Evaluation

The grade is out of 100 distributed. as follows:
30 degrees are distributed as follows:
1. 10 marks for the first month exam.
2. 10 marks for the second month exam.
3.5 points for in-class participation.
4. 5 points are calculated based on the cups + daily attendance.
While the final semester is worth 70 points.

12. Learning and teaching resources

	Required textbooks (methodology if any)
Book by Dr. Thamer Yasser Al-	Main References (Sources)

BakriIn (Principles of Marketing Management)	
Reports	Recommended supporting books and references (scientific journals, reports...)
Internet sites	Electronic references, websites

Academic Program Description Form

University name: UniversityTikrit

College/Institute: College Management and Economics

Scientific Department: DepartmentMarketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: BachelorScience in Marketing Management

Academic system: Course system

Date of preparation Description: 2023-2024

Date of filling the file:1/28/2024

التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس

التاريخ: 28 / 1 / 2024

التوقيع:

اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف

التوقيع

المدرس المساعد

خلدون عبدالله خلف

مدير شعبة ضمان الجودة

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels.. andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. **Keeping pace with scientific developments in preparing study requirements in the department.**

2. **Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.**

3. **Qualifying students scientifically to continue their studies in the fields of marketing management.**

4. **Preparing and qualifying specialized scientific cadres to work in various marketing fields.**

5. **Working on developing the skills necessary for creativity in marketing activities in the business environment.**

6. **Providing expertise and advice to international community organizations.**

7. **Working to provide the market with qualified graduatesThey are motivated and inspired to apply various marketing skills and activities.**

8. **Developing and promoting scientific research within the department.**

9. To be an example of marketing excellence in Iraq.

10.Preparing and implementing training coursestoDeveloping the marketing capabilities of employees in local organizations.

11.Developing relations between the department and similar departments in local and Arab universities.

12.Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. DoThe programIs the program accredited? And from which authority? both

5. Other external influences

2. Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific Research

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements
				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public Administration

Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	**First**
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	
	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	**Second**
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	**Third**

2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	basicsInternet	AEMM23_306	
	3	Marketing information systems	AEMM23_307	
	2	administrationKnowledgeMarketing	AEMM23_308	
	2	administrationOrganizationsMarketing	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	ApplicationsStatisticsIn marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	**Fourth**
	3	Contemporary Marketing Studies (2)(	AEMM23_408	
	3	Marketing Strategies	AEMM23_409	
2	1	E-marketing	AEMM23_410	
	2	Tourism and hotel marketing	AEMM23_411	
	2	Headway (intermediate)	AEMM23_412	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions.

	- Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**
	angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel			business management	**Mr. Ahmed Hamid Issa Jassim**
	angel			business management	**Mr. Marwan Hussein Abdul Farhan**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development

Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- Curriculum development.

2- Open evening studies

3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.

4- Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.

5- Conducting training programs to develop students' capabilities in technical and information technology fields.

6- Organizing field visits and scientific trips for students to government institutions.

	Program Skills Chart														
	Required learning outcomes of the program														
Values					Skills			Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		

													Subject		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name:
Principles of Statistics 2
2. Course code:
AEMM23_110
3. Chapter / Year /
Second course 2023 - 2024
4. Date this description was prepared:
28/1/2024
5. Available forms of attendance:
In-person + online classes
6. Number of study hours (total) /

Number of units (3): 45 hours

7. Name of the course supervisor (if more than one name is mentioned):

Name: Dr. Thaer Jassim Mohammed

8. Course objectives

1- The aim of this course is to provide students with a comprehensive overview of the basic concepts in statistics that must beStudentsAcquire it. 2- The course also aims to clarify relevant terms and understand their meanings, with the aim of reviewing the vital role of these concepts in achieving competitive superiority for organizations operating in the field of business.. 3- Analyzing data and information using accurate statistical methods. 4- Understanding abstract mathematical concepts 5- The student seeks to deduce and conclude to understand the laws of mathematical foundations. 6- Increases the student's ability to think mathematically and logically 7- The student becomes able to solve questions related to the topic.	Subject objectives

9. Teaching and learning strategies

• Use the board. • DutiesHome. • Try to investigate some tasks and problems to find out their causes.. • Blended learning • Using visual explanation methods (data show)	Strategy

10. Course Structure					
Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week

Follow up on homework and formulate three questions onleast And do a quick test (coz)	theoryAnd practical examples	Skewness and flatness measures	Introducing the student to the measures of torsion, measures of flatness, and what moments are. And apply it using the system spss	3	1
Follow up on homework and formulate three questions onleast And do a quick test (coz)	theoryAnd practical examples	Principles of probability theory	Providing students with general concepts about probability theory, what is probability, harmonic analysis, and probability by drawing.	3	2
Follow up on homework and formulate three questions onleast And do a quick test (coz)	theoryAnd practical examples	Probability distribution	Providing students with information about what a random variable is, what discrete probability distributions are, and what continuous probability distributions are.	3	3
Follow up on homework and formulate at least three questions.	Theory and practical examples	Discrete probability distributions	Providing students with information about discrete probability distributions, binomial distributions, and multinomial probability distributions. Geometric distribution and Poisson distribution	3	4
Follow up on homework and formulate three questions onleast And do a quick test (coz)	Theory and practical examples	Continuous probability distributions	Teaching students about continuous probability distributions and the normal curve. The relationship between the normal distribution and the binomial distribution	3	5
Follow up on homework and formulate three questions onleast And do a quick test (coz)	Theory and practical examples	Preview theory	Know whatshe Sampling designs and sampling distribution for the mean and sampling distribution for the differences between the means	3	6
Follow up on homework and formulate three questionsAnd do a quick test (coz)at least	Theory and practical examples	Sample distribution of proportions	Know whatshe The sampling distribution for proportions and the sampling distribution for variance	3	7
Follow up on homework and formulate three	Theory and practical examples	estimation theory	Giving the student information about point estimation and period estimation	3	8

questions onleast And do a quick test (coz)					
Follow up on homework and formulate three questions onleast And do a quick test (coz)	**Theory and practical examples**	**Hypothesis testing**	**Providing students with information about the steps of hypothesis testing, determining the type of population distribution, whether it is a normal distribution or a binomial distribution, testing averages, and testing proportions.**	**3**	**9**
Follow up on homework and formulate three questions onleast And do a quick test (coz)	**theoryAnd practical examples**	**chi-square distribution**	**Providing students with information about estimating the population variance interval, testing the population variance, and tests related to the equality of several variances.**	**3**	**10**
Follow up on homework and formulate three questions onleast And do a quick test (coz)	**theoryAnd practical examples**	**binomial distribution ratio test**	**Providing students with information about the binomial distribution ratio test and a test about several binomial distribution ratios.**	**3**	**11**
Follow up on homework and formulate three questions onleast And do a quick test (coz)	**theoryAnd practical examples**	**Good agreement test and testRIndependence between two variables and the test of association**	**Introducing students to the Good Conformity Test and its implementation.RIndependence between two variables and the test of association**	**3**	**12**
Follow up on homework and formulate three questions onleast And do a quick test (coz)	**theoryAnd practical examples**	**distributionF**	**Introducing students to the concept of estimating the interval of the ratio between two variances.**	**3**	**13**
Follow up on homework and formulate three questions onleast And do a quick test (coz)	**theoryAnd practical examples**	**Hypothesis testTOn the equality of several arithmetic means**	**Introducing students and providing them with knowledgeHypothesis testTOn the equality of several arithmetic means**	**3**	**14**
Follow up on homework and formulate three	**theoryAnd practical examples**	**Statistical system applicationsSPSS**	**Teaching students how to conduct statistical tests using the statistical systemSPSS**	**3**	**15**

questions onleast And do a quick test (coz)					

11. Course Evaluation

The final grade for the evaluation is 100 points, and the minimum for success is 50 points, and the grade is distributedEvaluation on the effort of 30 points and the end of course exam of 70 points and agencies:
- **First month exam 10 marks**
- **Second month exam 10 marks**
- **Daily preparationAnd the quick exam scores (the cup)5 degrees**
- **Posts 5 points**

End of course exam 70 points

12. Learning and teaching resources

Statistics Book, Mahmoud Hassan Al-Mashhadani and Amir Hanna Hormuz, University of Baghdad 1989. Applied Statistics: An Analytical Approach UsingSPSS :2013, First Edition,	**Required textbooks (methodology if any)**
Statistics of Money and Business, Kamal Alwan Khalaf Al-Mashhadani, Muhammad Nadhir Al-Shammari, 2012. Introduction to Statistics: Dr. Khasha Mahmoud Al-Rawis, year of authorship 2000, second edition.	**Main References (Sources)**
Book Statistics Composition Dr. Ahmed Abdul Samee Medical, 2008,T1,house the beginning,Oman.	**Recommended supporting books and references (scientific journals, reports...)**
Locations that Special science Statistics And programs Statistics https://www.Stastistics.com	**Electronic references, websites**

Academic Program Description Form

University name: UniversityTikrit

College/Institute: College Management and Economics

Scientific Department: DepartmentMarketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: BachelorScience in Marketing Management

Academic system: Course system

Description preparation date: 28/1/2024

Date of filling the file:

التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس

التاريخ: 28/ 1 / 2024

التوقيع:

اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف

التوقيع

المدرس المساعد

خلدون عبدالله خلف

مدير شعبة ضمان الجودة

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills.inspecialtyadministrationMarketingBy providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment.EnableStudents acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels.. andWorking to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. Keeping pace with scientific developments in preparing study requirements in the department.

2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.

3. Qualifying students scientifically to continue their studies in the fields of marketing management.

4. Preparing and qualifying specialized scientific cadres to work in various marketing fields.

5. Working on developing the skills necessary for creativity in marketing activities in the business environment.

6. Providing expertise and advice to international community organizations.

7. Working to provide the market with qualified graduatesThey are motivated and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10.Preparing and implementing training coursestoDeveloping the marketing capabilities of employees in local organizations.

11.Developing relations between the department and similar departments in local and Arab universities.

12.Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. DoThe programIs the program accredited? And from which authority? both

5. Other external influences

2. Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific Research

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements
				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public Administration

Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Business Administration 1	AEMM23_101	**First**
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	**Second**
	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	**Third**

2	**1**	Marketing research	**AEMM23_302**	
	2	consumer behavior	**AEMM23_303**	
	2	Marketing risk management	**AEMM23_304**	
	2	Headway (pre-intermediate)	**AEMM23_305**	
2	**1**	basicsInternet	**AEMM23_306**	
	3	Marketing information systems	**AEMM23_307**	
	2	administrationKnowledgeMarketing	**AEMM23_308**	
	2	administrationOrganizationsMarketing	**AEMM23_309**	
	2	Marketing Quality Management	**AEMM23_310**	
	2	Negotiation management	**AEMM23_311**	
	2	ApplicationsStatisticsIn marketing	**AEMM23_312**	
	2	Scientific research methods	**AEMM23_313**	
	3	Customer Relationship Management	**AEMM23_401**	
	3	Contemporary Marketing Studies (1)	**AEMM23_402**	
2	**1**	Marketing databases	**AEMM23_403**	
	2	Agricultural Marketing	**AEMM23_404**	
	2	Pharmaceutical Marketing	**AEMM23_405**	
	2	Sports Marketing	**AEMM23_406**	**Fourth**
	2	Social and ethical responsibility of marketing	**AEMM23_407**	
	3	Contemporary Marketing Studies (2)(	**AEMM23_408**	
	3	Marketing Strategies	**AEMM23_409**	
2	**1**	E-marketing	**AEMM23_410**	
	2	Tourism and hotel marketing	**AEMM23_411**	
	2	Headway (intermediate)	**AEMM23_412**	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions.

	- Disseminating marketing knowledge in all institutions to achieve the aspirations of society.
Skills	
- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.
Values	
- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty					
Faculty members					
Faculty preparation		**Requirements/Skills (if any)**	**Specialization**		**Academic Rank**
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**
	angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel			business management	**Mr. Ahmed Hamid Issa Jassim**
	angel			business management	**Mr. Marwan Hussein Abdul Farhan**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development
Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to government institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills			Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		

													Course		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)	

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name/
Financial Accounting 2
2. Course code /
AEMM23_104
3. Semester/Year
Second course / first stage
4. Date this description was prepared
28\1\2024
5. Available forms of attendance
In-person for students
6. Number of study hours (total) / Number of units (total)
45 hours for 3 units per week

7. Name of the course supervisor (if more than one name is mentioned)

A.M. Afaq Dhnoon Ibrahim Email:afaaqalbadri@tu.edu.iq

8. Course objectives

1- Knowing how to calculate and obtain trade discounts 2- Knowledge of dealing with commercial papers, bills of exchange and checks. 3- How to correct unintentional accounting errors using conventional accounting methods 4- Knowing how to conduct inventory adjustments and prepare for final accounts. 5- Knowing how to prepare and organize final accounts.	Subject objectives

9. Teaching and learning strategies

1-IThe lecture is conducted in a practical manner related to the reality of daily life to attract the student to the lecture topic without straying away from it.onThe core of the topic is to make the lecture flexible, understandable and analyzable. 2-Assigning the student some group activities and duties. 3-Allocate a percentage of the grade to daily assignments and tests.	Strategy

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Daily preparation oral and written t	a lecture	Accounting for commerci papers (Arrest papers)	Knowing what commercia papers are and how to deal with them In case of purchase	3	the first
Daily preparation oral and written t	a lecture	Accounting for commerci papers (Payment papers)	Knowing what commercia papers are and how to deal with themIn case of sale	3	the second
Daily preparation oral and written t	a lecture	Accounting for non-cur assets - Acquisition costs and purchase expenses	Knowing what non-curren assets are And ways to buy it	3	the third
Daily preparation oral and written t	a lecture	Sale and replacement of n current assets	Knowing the methods of selling non-current assets the methods of replacing them	3	Fourth

				3	Fifth
Daily preparation oral and written t	a lecture	Accounting for the impairment of non-curren assets	Knowing the methods calculating depreciation non-inventable assets The trending	3	Fifth
Daily preparation oral and written t	a lecture	Accounting for expenses p Advance and due	Knowing how to settle expenses	3	Sixth
Daily preparation oral and written t	a lecture	Accounting for reve received Advance and due	Revenue settlement knowledge	3	Seventh
Daily preparation oral and written t	a lecture	Accounting errors, their types and methods	Knowledge of correc accounting errors	3	The eighth
Daily preparation oral and written t	a lecture	Accounting error hand party And correct it	Knowing the methods of correcting entries in accounting records	3	Ninth
Daily preparation oral and written t	a lecture	trial balance	Knowing how to prepar trial balance with balances And the groups	3	tenth
Daily preparation oral and written t	a lecture	Final accounts, financial statements	Knowing the inputs to prep the final accounts lists	3	eleventh
Daily preparation oral and written t	a lecture	Trading account	Knowing how to set u trading account and set it correctly List and disclosure	3	twelfth
Daily preparation oral and written t	a lecture	profit and loss account	Knowing how to prepar profit and loss account And prepare it in a list reveal List or disclosure	3	thirteenth
Daily preparation oral and written t	a lecture	Income Statement	Knowledge of preparing a organizing the income statement, income stateme	3	fourteenth
Daily preparation oral and written t	a lecture	Financial Center List	Knowledge of preparing a organizing the financial position statement	3	fifteenth

11. Course Evaluation

Examssuddenness:5 degrees

Oral tests for previous lectures will be in the form of a competition: 5 grades

Monthly exam: 20 grades

Quest: 30 points

Final Exam: 70 marks

12. Learning and teaching resources

Kieso, D., et al, Principles of Accounting, (10th, E.D., John Wiley & Sons, 2012)	Required textbooks (methodology if any)
Al-Hayali and Al-Kasb, Saddam Mohammed, Ali Ibrahim, Principles of Accounting 2017, Tikrit University, Iraq.	Main References (Sources)

Recommended supporting books and references (scientific journals, reports...)	College Library, University Library and Specialized Accounting Journals
Electronic references, websites	https://up.acc-arab.com/do.php?id=265

Academic Program Description Form

University name: UniversityTikrit

College/Institute: CollegeManagement and Economics

Scientific Department: DepartmentMarketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: BachelorScience in Marketing Management

Academic system: Course system

Description preparation date: 28/1/2024

Date of filling the file:

التوقيع: التوقيع:

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس

فرحان جدي

التاريخ: 28/ 1 / 2024   التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف

التوقيع   المدرس المساعد

خلدون عبدالله خلف

مدير شعبة ضمان الجودة

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the necessary knowledge and skills. In specialty administration Marketing By providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain managementTo serve the community.

2. Program message

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment. Enable students acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels.

and Working to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels.

3. Program objectives

1. **Keeping pace with scientific developments in preparing study requirements in the department.**

2. **Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.**

3. **Qualifying students scientifically to continue their studies in the fields of marketing management.**

4. **Preparing and qualifying specialized scientific cadres to work in various marketing fields.**

5. **Working on developing the skills necessary for creativity in marketing activities in the business environment.**

6. **Providing expertise and advice to international community organizations.**

7. **Working to provide the market with qualified graduates they are motivated**

and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10. Preparing and implementing training courses to developing the marketing capabilities of employees in local organizations.

11. Developing relations between the department and similar departments in local and Arab universities.

12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation

1. **Do the programIs the program accredited ? and from which authority? both**

5. Other external influences

2. **Is there a sponsor? For programyes, ministry of higher education and scientific research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements
				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Curriculum of the Department of Public Administration				
Credit hours		**Course name**	**Course code**	**Year/Level**
practical	**theoretical**			
	3	Business Administration 1	AEMM23_101	
	3	Marketing Management 1	AEMM23_102	
2	**1**	Statistics 1	AEMM23_103	
2	**1**	Financial Accounting 1	AEMM23_104	
2	**1**	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	**First**
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	**1**	Statistics 2	AEMM23_110	
2	**1**	Financial Accounting 2	AEMM23_111	
2	**1**	Economy 2	AEMM23_112	
2	**1**	Computer Basics	**AEMM23_113**	
	2	Human rights and democracy	**AEMM23_114**	
	3	Marketing Services (1)	**AEMM23_201**	**Second**

	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	AnoCircuitStrategy	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	ApplicationsOffice Power Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	
	2	Brand ManagementAnd the statusmental	AEMM23_211	
	2	administrationSales	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	ApplicationsOffice Excel	AEMM23_214	
	3	General MarketingFor me	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	basicsInternet	AEMM23_306	
	3	Marketing information systems	AEMM23_307	**Third**
	2	administrationKnowledgeMarketing	AEMM23_308	
	2	administrationOrganizationsMarketing	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	ApplicationsStatisticsIn marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	**Fourth**
	3	Contemporary Marketing Studies (1)	AEMM23_402	

2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	
	3	Contemporary Marketing Studies (2)(	AEMM23_408	
	3	Marketing Strategies	AEMM23_409	
2	1	E-marketing	AEMM23_410	
	2	Tourism and hotel marketing	AEMM23_411	
	2	Headway (intermediate)	AEMM23_412	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the	- Establishing social and ethical

ability to demonstrate high professional competence.	responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Cooperative learning: Encouraging students to work together in small groups to solve problems.related to their studiesAnd sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students'

performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial	business	Asst. Prof. Dr. Firas

				management	management	Farhan Jadi Safar
	angel			development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel			**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel			**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel				business management	**M.M. Mohammed Hamid Nayef Hamid**
	angel			**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
	angel				business management	**Mr. Ahmed Hamid Issa Jassim**
	angel				business management	**Mr. Marwan Hussein Abdul Farhan**
	angel			**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel			**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development

Orientation of new faculty members

1. Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2. Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3. Introduction to the University Environment: A comprehensive introduction is provided about the university and the department.General Administration, includingAbout the DepartmentAnd the visionAnd the messageThe objectives and services available.

4. Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical

assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1-	Central acceptance.
2-	Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).
3-	Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- Curriculum development.

2- Open evening studies

3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.

4- Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.

5- Conducting training programs to develop students' capabilities in technical and information technology fields.

6- Organizing field visits and scientific trips for students to government institutions.

Program Skills Chart														
Required learning outcomes of the program														
Values					Skills			Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administratio		

													n 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1	Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing	Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-	

													intermediate)	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing	Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)	

Course Description Form

1. Course name
Economy 2
2. Course code
AEMM23_112
3. Semester/Year
The second course- **Academic year 2023-2024**
4. Date this description was prepared
12-3-2024
5. Available forms of attendance
My presence
6. Number of study hours (total) / Number of units (total)
3 hours per week (45) hours / number of units (3)
7. Name of the course supervisor (if more than one name is mentioned)
Dr. Alaa Abdul Jabbar Hussein
8. Course objectives

• **Solving problems using modern methods used in administrative and economic development followed in work, which may be determined by known or unknown circumstances.** • **Enabling students to understand the principles, concept and literature of economics in order to broaden their horizons in economic sciences.** • **Developing and expanding students' awareness in the economic field and developing their ability to think properly** • **Providing the recipient with statistical and economic skills that enable him to employ them in his field of work** • **Developing positive thinking in solving problems in a**	Subject objectives

- logical and scientific way.
- Employing economics in management science and the interconnection between them and enabling the recipient to solve the problems facing society.
- Understanding the positive effects of economics in developing the aspects of life.

9. Teaching and learning strategies

1. **Student educationCase studiestheAcademictheReal to apply conceptsEconomyIn realistic contexts.** 2. **They can learn and understand economic terms in a sound and scientific way.yourWe have themto analyze data,And they concluderesults, and learn how to make decisions.Appropriate management.** 3. **Collaborative learningFor students forWork together in small groups to solve problems.Economic and administrative.** 4. **TheDripProject ManagerAFor studentsY andParticipation in applied projects that requireUnderstanding economic issues directly related to management science.** 5. **UseCalculator and advanced scientific tools such as display screen to solve mathematical problems within the field of economics related to management.** 6. **Interactive learning using interactive activities and tasks that encourage active student participation. This strategy can include small group discussion.**	Strategy

10. Course Structure

Evaluation method	Learning method	Unit or topic name	Required learning outcomes	Watches	The week
Daily, weekly and monthly exams and daily activity andFollow up on assignments and duties	theoretical	**Revenue**	**Understanding the concepts and terminology related to revenues, their types, mathematical equations, and methods of calculating them**	**3**	**the first**
Daily, weekly and monthly exams, daily activity, and follow-	theoretical	**Markets and pricing**	**Understand the concept of the market, its functions and types**	**3**	**the second**

up of homework and assignments.					
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Perfectly competitive market**	**Identify the nature of the perfectly competitive market, its conditions, demand curves, and equilibrium under perfect competition, at the project and industry levels.**	**3**	**the third**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Monopoly market**	**Understanding the monopoly market in terms of concept, features, sources of monopoly, and monopolist equilibrium**	**3**	**Fourth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Monopolistic competition market**	**Learn about the nature of this type of market and how to reach a state of equilibrium in it**	**3**	**Fifth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Oligopoly market**	**Identify the nature, content and characteristics of the oligopoly market**	**3**	**Sixth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**National income**	**Learn about national income and gross domestic product, methods of calculating them, as well as the influencing factors, as well as monetary and real national income and national product.**	**3**	**Seventh**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Determinants of national income**	**Identify the determinants of national income, use, consumption, savings, investment and their determinants and the income equilibrium method**	**3**	**The eighth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Distribution of national income**	**Learn about wages, including real and monetary wages, wage theories, and interest theories.**	**3**	**Ninth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Liquidity and profit theories**	**Learn about liquidity, the motives for keeping cash, and study profit, its types and theories.**	**3**	**tenth**
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	**theore tical**	**Money**	**Study of money in terms of concept, functions and types**	**3**	**eleventh**
Daily, weekly and	**theore**	**Monetary system**	**Learn about monetary**	**3**	**twelfth**

monthly exams, daily activity, and follow-up of homework and assignments.	tical		systems, their types, conditions and advantages of each system, the most important of which are metal and paper monetary systems.		
Daily, weekly and monthly exams, and follow-up of assignments and costs	theore tical	Banks	Identify commercial banks and central banks in terms of origin and functions	3	thirteen h
Daily, weekly and monthly exams, and follow-up of assignments and costs	theore tical	Foreign trade	Learn about foreign trade, its importance, the theory that explains it, trade policies, and the movement of production factors.	3	fourteen h
Daily and weekly examsFinal exam for the first course	Editor ial	End of course exam	A comprehensive review of all previous topics over the first seven weeks of the course.	3	fifteenth

11. Course Evaluation

12. Learning and teaching resources

Principles of Economics/Dr. Karim Mahdi Al-Hasnawi/University of Baghdad	Required Textbooks
Principles of Economics-Prof. Dr. Alaa Shafiq Al-Rawi A number of other textbooks in economics	Main References
A number of specialized journals in economics and related university theses and dissertations	Supporting books and references
Website	Electronic references, websites

Academic Program Description Form

University name: Tikrit University

College/Institute: College of Management and Economics

Academic Department: Marketing Management Department

Name of academic or professional program: Department of Marketing Management

Final Degree Name: Bachelor of Science in Marketing Management

Academic system: Course system

Description preparation date:28 / 1/2024

Date of filling the file:

التوقيع:
اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس

التوقيع:
اسم رئيس القسم: ا.م.د. فراس
فرحان جدي

التاريخ: 28 / 1 / 2024

التاريخ: 28/ 1 /2024

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف

التوقيع: المدرس المساعد

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the knowledge and skills needed inMarketing Management MajorBy offering carefully selected, high-quality programs to create marketing leaders with high skills and capabilities who are ready to work in the field of marketing and supply chain management.To serve the community.

2. Program message

We prepare students for academic and professional success in the field of marketing and supply chain management by providing a distinguished educational environment that enables students to acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..

And work to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

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12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation
1. **Is the program accredited? And from which authority?   both**

5. Other external influences
2. **Is there a sponsor for the program? Yes, the Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements

				Summer training
				Other

*Notes may include whether the course is basic or optional.

7. Program Description / Marketing Management Department Curriculum				
Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Business Administration 1	AEMM23_101	First
	3	Marketing Management 1	AEMM23_102	
2	1	Statistics 1	AEMM23_103	
2	1	Financial Accounting 1	AEMM23_104	
2	1	Economy 1	AEMM23_105	
	2	Arabic language	AEMM23_106	
	3	Headway (Beginner)	AEMM23_107	
	3	Business Administration 2	AEMM23_108	
	3	Marketing Management 2	AEMM23_109	
2	1	Statistics 2	AEMM23_110	
2	1	Financial Accounting 2	AEMM23_111	
2	1	Economy 2	AEMM23_112	
2	1	Computer Basics	AEMM23_113	
	2	Human rights and democracy	AEMM23_114	
	3	Marketing Services (1)	AEMM23_201	Second
	3	Marketing Supplies	AEMM23_202	
	2	Product	AEMM23_203	
	2	Pricing	AEMM23_204	
	2	Strategic management	AEMM23_205	
2	1	Quantitative methods in marketing	AEMM23_206	
2	1	Office applicationsPower Point Word &	AEMM23_207	
	3	Marketing Services (2)	AEMM23_208	
	2	distribution	AEMM23_209	
	2	Promotion	AEMM23_210	

	2	Brand Management and Mental Positioning	AEMM23_211	
	2	Sales Management	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	Office applicationsExcel	AEMM23_214	
	3	Global Marketing	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	Internet Basics	AEMM23_306	
	3	Marketing information systems	AEMM23_307	
	2	Marketing knowledge management	AEMM23_308	Third
	2	Marketing Organization Management	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	Statistical applications in marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	Fourth
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	
	3	Contemporary Marketing Studies (2)(	AEMM23_408	

	3	Marketing Strategies	AEMM23_409	
2	1	E-marketing	AEMM23_410	
	2	Tourism and hotel marketing	AEMM23_411	
	2	Headway (intermediate)	AEMM23_412	

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Collaborative learning: Encouraging students to work together in small groups to solve problems related to their studies and share ideas, which contributes to enhancing interaction and knowledge exchange among them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: Presenting specific problems and challenging students to think critically and use marketing skills to solve them.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Encouraging marketing thinking: Encouraging students to develop marketing skills such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of marketing concepts, whether through periodic assessments or direct interaction with the instructor.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their subject area and their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical performance evaluation: Students can be evaluated in practical performance through practical visits and participation in practical activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	A.M. Mai Hamoudi Abdullah Jassim
	angel		Human Resources	business management	Dr. Thaer Jassim Mohammed Aftan
	angel		Organizational theory	business management	Dr. Firas Hassan Rashid Salman
	angel		marketing	business management	M. Saad Ajaj Khalaf Jameel
	angel			business management	M.M. Mohammed Hamid Nayef Hamid

				business management	Mr. Musa Hamad Mohammed Shihan
angel			**Entrepreneurship**	business management	
angel				business management	Mr. Ahmed Hamid Issa Jassim
angel				business management	Mr. Marwan Hussein Abdul Farhan
angel			**Financial management**	business management	M.M Hanan Mohammed Ibrahim Jassim

Professional development
Orientation of new faculty members

1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

3- Introduction to the University Environment: A comprehensive introduction to the university and the Department of Public Administration is provided, including an overview of the department, vision, mission, goals, and available services.

4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to private and public sector institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills			Knowledge				Essential or optional?	**Course name**	**Course code**	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services1		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name

basicsComputer
2. Course code
AEMM23_113
3. Semester/Year
Second course, first stage
4. Date this description was prepared
1/2/2024
5. Available forms of attendance
Attendance inside the hall with use Classroom to inform students of exam times and download monthly grades, grades, effort grades, and some videos related to the given subject. Students are also provided with a package of instructions related to absence, attendance, and exams, in addition to the lab.
6. Number of study hours (total) / Number of units (total)
30/15
7. Name of the course supervisor (if more than one name is mentioned)
Name: Ms. Sherine Ismail Khalil Email: Shereenismael83@tu.edu.iq
8. Course objectives

4. Focus on the theoretical and applied principles of information and communication technology, and work to provide students with analytical, experimental and computational tools and means to identify technical problems, information crimes and cyber security, and work to introduce more modern methods in the education system to get rid of boredom, routine and stereotypes among students in solid scientific content and lectures, and use a set of lecture videos, and leave enough time for students to explore and consult, and the role of the instructor is to guide and comment on students' inquiries.

5. Developing a generation of technicians and preparing future digital leaders in the field of information and communications technology, and

1. Training the student and developing his scientific ability to benefit from the computer.
2. Providing the student with mental and creative abilities, helping him to think logically, inductively and deductively, and developing his abilities to solve problems.
3. Strengthening the desire factor towards computers and their applications and acquiring positive tendencies towards information technology.

| | working to enhance the position of the university in general and the aforementioned department in particular as a pioneer in this field. | |

9. Teaching and learning strategies

5- To be familiar with international marketing and technical standards, to estimate market needs, to apply the concepts of international specifications in the field of quality at work, and to acquire information and communications technology skills. 6- To be interested in implementing the green technology strategy, i.e. preserving the environment from pollution from waste (curbing the negative effects of human participation).	1-Possessing an administrative and technical graduate who has the ability to think critically about himself and most of the dilemmas he faces, in addition to managing time and resources in the field of information and communications technology and its concepts in scientific and technical ways and making appropriate changes. 2- The ability to perform technical and marketing analysis and scientific thinking by applying laws in marketing and technological sciences and adhering to the guidelines and instructions for any activity in administrative and organizational organization in applying business or facing technological dilemmas and solving and evaluating them, and presenting and proposing plans or reformulating their translation or interpretation. 3- The student must be able to speak and write in an effective scientific, technical, administrative and marketing style in Arabic and English. 4- Adherence to the ethics of information and communication technology and the ability to demonstrate high professional skill, in addition to commitment to personal behavior and appearance.

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week

discussion	theoretical	Identify the historical roots of the computer, enter the most important functions performed by the computer, and give special importance to diving into the triangle of electronic data processing.	Learn about computer components	2	the first
			cone	2	the second
discussion	Theoretical/Applied	Learn about number systems and how to convert them from one system to another	Numerical systems	2	the third
discussion	Theoretical/Applied	Learn about the operating system in general, and dive deeply into the Microsoft Windows operating system.XP in depth.	Operating System	2	Fourth
Written exam			Written exam	2	Fifth
discussion	Theoretical/Applied	A historical overview of the World Wide Web, its uses, and the most important types of protocols, and learning about the nature of the network and types of networks, methods of connecting networks, learning about types of sites, and learning about the enemies of the Internet (hackers)	Internet and networks	2	Sixth
discussion	Theoretical/Applied	Learn about programming, the most important programming	Programming	2	Seventh

		languages and their stages.			
Written exam			**Written exam**	**2**	**The eighth**
discussion	**Theoretical / Applied**	**Definition of maintenance - maintenance methods - factors affecting the computer and its exposure to damage - definition of viruses, their characteristics and types - symptoms of infection and methods of protection.**	**Viruses and computer maintenance**	**2**	**Ninth**
		What are viruses and how can you know if your computer is infected with a virus and how can you prevent it?	**cone**	**2**	**tenth**
		What is maintenance and how can you know if the maintenance device has been damaged?	**viva voce**	**2**	**eleventh**
discussion	**theoretical**	**Electronic warfare/cyber security and other topics related to the subject chosen by the student.**	**Discuss reports**	**2**	**twelfth**
	theoretical		**viva voce**	**2**	**thirteenth**
discussion	**theoretical**	**Education - Commerce - etc.**	**Uses of computer**	**2**	**fourteenth**
	Theoretical and practical		**Written exam**	**2**	**fifteenth**

11. Course Evaluation

The annual effort grade is (30) and is named as follows:

- ♦ **(10) First month exam grades.**
- ♦ **(10) Second month exam grades.**

- ♦ **(5) Report grades and homework.**
- ♦ **(5) Daily grades, assignments and oral exam.**

(70) Final exam score.

12. Learning and teaching resources

Computer books in general, and computer and internet basics (Ziad Muhammad Abbud) in particular.	Required textbooks (methodology if any)
All books related to computer science, computer basics and the Internet (Ziad Muhammad Abbud) in particular.	Main References (Sources)
Computer Basics (Tariq Al-Nasouri) Computer and Software Basics (Al-Khader Ali Al-Khader Researcher) Reputable Arabic and foreign magazines.	Recommended supporting books and references (scientific journals, reports...)
Computer Basics (Tariq Al-Nasouri), a group of solid websites.	Electronic references, websites

Academic Program Description Form

University name: Tikrit University

College/Institute: College of Management and Economics

Academic Department: Marketing Management Department

Name of academic or professional program: Department of Marketing Management

Final Degree Name: Bachelor of Science in Marketing Management

Academic system: Course system

Description preparation date:17 / 9/2023

Date of filling the file**:**

التوقيع: التوقيع

اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس   اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: **17 / 9 / 2023**   التاريخ: **17 / 9 /2023**

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

المدرس المساعد

أسامة موسى فرحان

مدير شعبة ضمان الجودة وتقييم الاداء

التوقيع

التاريخ: **17 / 9 /2023**

مصادقة السيد العميد

1. Program Vision

We aspire to be the choice for students who wish to develop the knowledge and skills needed inMarketing Management MajorBy offering carefully selected, high-quality programs to create marketing leaders with high skills and capabilities who are ready to work in the field of marketing and supply chain management.To serve the community.

2. Program message

We prepare students for academic and professional success in the field of marketing and supply chain management by providing a distinguished educational environment that enables students to acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels..

And work to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels..

3. Program objectives

1. Keeping pace with scientific developments in preparing study requirements in the department.

2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.

3. Qualifying students scientifically to continue their studies in the fields of marketing management.

4. Preparing and qualifying specialized scientific cadres to work in various marketing fields.

5. Working on developing the skills necessary for creativity in marketing activities in the business environment.

6. Providing expertise and advice to international community organizations.

7. Working to provide the market with qualified graduatesThey are motivated and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10. Preparing and implementing training courses to develop the marketing capabilities of employees in local organizations.

11. Developing relations between the department and similar departments in local and Arab universities.

12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

4. Program accreditation
1. **Is the program accredited? And from which authority?   both**

5. Other external influences
2. **Is there a sponsor for the program? Yes, the Ministry of Higher Education and Scientific Research**

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
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	2	Pricing	**AEMM23_204**	
	2	Strategic management	**AEMM23_205**	
2	1	Quantitative methods in marketing	**AEMM23_206**	**Second**
2	1	Office applicationsPower Point Word &	**AEMM23_207**	
	3	Marketing Services (2)	**AEMM23_208**	
	2	distribution	**AEMM23_209**	
	2	Promotion	**AEMM23_210**	

	2	Brand Management and Mental Positioning	AEMM23_211	
	2	Sales Management	AEMM23_212	
	2	Headway (elementary)	AEMM23_213	
2	1	Office applicationsExcel	AEMM23_214	
	3	Global Marketing	AEMM23_301	
2	1	Marketing research	AEMM23_302	
	2	consumer behavior	AEMM23_303	
	2	Marketing risk management	AEMM23_304	
	2	Headway (pre-intermediate)	AEMM23_305	
2	1	Internet Basics	AEMM23_306	
	3	Marketing information systems	AEMM23_307	
	2	Marketing knowledge management	AEMM23_308	**Third**
	2	Marketing Organization Management	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	
	2	Negotiation management	AEMM23_311	
	2	Statistical applications in marketing	AEMM23_312	
	2	Scientific research methods	AEMM23_313	
	3	Customer Relationship Management	AEMM23_401	
	3	Contemporary Marketing Studies (1)	AEMM23_402	
2	1	Marketing databases	AEMM23_403	
	2	Agricultural Marketing	AEMM23_404	**Fourth**
	2	Pharmaceutical Marketing	AEMM23_405	
	2	Sports Marketing	AEMM23_406	
	2	Social and ethical responsibility of marketing	AEMM23_407	
	3	Contemporary Marketing Studies (2)(	AEMM23_408	

	3	Marketing Strategies	**AEMM23_409**
2	**1**	E-marketing	**AEMM23_410**
	2	Tourism and hotel marketing	**AEMM23_411**
	2	Headway (intermediate)	**AEMM23_412**

8. Expected learning outcomes of the program

Knowledge

- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.	- Providing leading marketing management cadres for public and private sector institutions. - Disseminating marketing knowledge in all institutions to achieve the aspirations of society.

Skills

- Marketing Management graduates have the ability to think, solve problems and manage time.	- Developing and supporting the spirit of creativity, innovation and leadership. - Creating an open environment for cultural and intellectual exchange.
- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	- Communicate and interact constructively with stakeholders.

Values

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.

2. Collaborative learning: Encouraging students to work together in small groups to solve problems related to their studies and share ideas, which contributes to enhancing interaction and knowledge exchange among them.

3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: Presenting specific problems and challenging students to think critically and use marketing skills to solve them.

5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.

6. Encouraging marketing thinking: Encouraging students to develop marketing skills such as analysis, planning and inference, by providing stimulating questions and applied problems.

7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of marketing concepts, whether through periodic assessments or direct interaction with the instructor.

10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.

3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their subject area and their understanding of the concepts presented.

4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.

5. Practical performance evaluation: Students can be evaluated in practical performance through practical visits and participation in practical activities.

6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

11. Faculty

Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecturer	**angel**		private	general	
	angel		Financial management	business management	Asst. Prof. Dr. Firas Farhan Jadi Safar
	angel		development	business management	**A.M. Mai Hamoudi Abdullah Jassim**
	angel		**Human Resources**	business management	**Dr. Thaer Jassim Mohammed Aftan**
	angel		**Organizational theory**	business management	**Dr. Firas Hassan Rashid Salman**
	angel		**marketing**	business management	**M. Saad Ajaj Khalaf Jameel**
	angel			business management	**M.M. Mohammed Hamid Nayef Hamid**

angel		**Entrepreneurship**	business management	**Mr. Musa Hamad Mohammed Shihan**
angel			business management	**Mr. Ahmed Hamid Issa Jassim**
angel			business management	**Mr. Marwan Hussein Abdul Farhan**
angel		**Financial management**	business management	**M.M Hanan Mohammed Ibrahim Jassim**

Professional development

Orientation of new faculty members

Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.

Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.

Introduction to the University Environment: A comprehensive introduction to the university and the Department of Public Administration is provided, including an overview of the department, vision, mission, goals, and available services.

Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.

Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.

1- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.

2- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

Professional development for faculty members

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.

2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.

3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.

5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.

6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.

7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

12. Acceptance Criteria

1- Central acceptance.

2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

3- **Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.**

4- **Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.**

5- **Conducting training programs to develop students' capabilities in technical and information technology fields.**

6- **Organizing field visits and scientific trips for students to private and public sector institutions.**

Program Skills Chart															
Required learning outcomes of the program															
Values					Skills			Knowledge				Essential or optional?	**Course name**	**Course code**	Year/Level
A4	**A3**	**A2**	**A1**	**B4**	**B3**	**B2**	**B1**	**A4**	**A3**	**A2**	**A1**				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services1		

													Subject		Year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsPower Point Word &		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsExcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Global Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing risk management		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (pre-intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

Course Description Form

1. Course name:
Human rights and democracy
2. Course code
AEMM23_114
3. Semester / Year: /
2023-2024

4. Date this description was prepared:
First course
5. Available forms of attendance:
My presence
6. Number of study hours (total) / Number of units (total):
30 hours / unit 2
7. Name of the course supervisor (if more than one name is mentioned)

the name: Sarmed Mohammed Khalaf Hussein

Email:sarmad.m.khalaf@tu.edu.iq

8. Course objectives	
• **Introducing students to the concept of human rights in ancient civilizations** • **Learn about human rights in divine laws and religions** • **Knowing what are the sources of human rights** • **Know what isandThe concept of democracy and its forms** • **Introducing students to the forms of the representative parliamentary system** • **Understand the concept of election and its legal adaptation**	Subject objectives

9. Teaching and learning strategies	
• **Try to investigate some tasks and problems to find out their causes.** • **Encourage students to think about how human rights have evolved throughout history.** • **Motivating students through daily posts and periodic exams to help them understand the material well.** • **Directing students towards the necessary learning for the purpose of knowing what is the difference between the concept of human rights and the concept of democracy.** • **Use interactive methods that are useful for students.**	Strategy

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Human rights in Greek, Roman, Egyptian and Iraqi civilizations	Human rights in ancient civilizations	2	the first
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Human rights in Judaism, Christianity and Islam	Human rights in divine laws and religions	2	the second
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	International sources	Human rights sources	2	the third
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	National Resources	Human rights sources	2	Fourth
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Human rights and democracy	First month exam	2	Fifth

Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Definition of democracy, basic principles of democracy and forms of democracy	The concept of democracy	2	Sixth
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Forms of representative parliamentary system	Democracy	2	Seventh
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Unicameral system and bicameral system	Democracy	2	The eighth
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	The concept of election and its legal adaptation	Democracy	2	Ninth
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Democracy	Second month exam	2	tenth
Ask questions and tests	Homework, asking questions, and interaction	Human rights in ancient civilizations, divine laws and religions, and sources of human rights	Comprehensive review of human rights	2	eleventh

Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	between the teacher and the students, as well as the students with each other.			
Ask questions and tests	Homework, asking questions, and interaction between the teacher and the students, as well as the students with each other.	Definition of democracy, its basic principles, forms of democracy, forms of the representative parliamentary system, what is the unicameral parliamentary system, the bicameral parliamentary system, and what is the concept of elections?	A comprehensive review of the concept of democracy	2	twelfth

11. Course Evaluation

The final grade for the evaluation is 100 points, and the minimum for success is 50 points, and the grade is distributedEvaluation on the end of the course is 30 points and the end of the course exam is 70 points.As follows:
- First month exam 10 marks
- Second month exam 10 marks
- Daily preparation 5 degrees
- Posts 5 points
- End of course exam 70 points

12. Learning and teaching resources

	Required textbooks (methodology if any)
	Main References (Sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites