# **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 التوقيع: X اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس

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/ / 2023/ 9/

فرحان جدي



#### **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	Program					
			courses	Structure					
	9.4%	14	6	Institutional					
				Requirements					
	18%	27	10	College					
				Requirements					
	72.6%	109	40	Department					
				Requirements					

				Summer training		
				Other		
Notes may ir	clude whether th	e course is basic or opti	ional.			J
7. Program	Description / M	Iarketing Managemen	t Department	Curricul	um	
Cre	dit hours	Course name	e Cou	irse code	Year/L	ev
<b>practical</b>	theoretical					
	3	Business Administrat	tion 1 AEM	1M23_101		
	3	Marketing Managem	ent 1 AEM	1M23_102		
2	1	Statistics 1		1M23_103		
2	1	Financial Accountir	ng 1 AEN	1M23_104		
2	1	Economy 1	AEM	1M23_105		
	2	Arabic language	e AEM	1M23_106		
	3	Headway (Beginne	er) AEM	1M23_107	Firs	st
	3	Business Administrat	tion 2 AEM	<mark>1M23_108</mark>		
	3	Marketing Managem	ent 2 AEM	<mark>1M23_109</mark>		
2	1	Statistics 2	AEM	1M23_110		
2	1	Financial Accountin	ng 2 AEM	1M23_111		
2	1	Economy 2	AEM	1M23_112		
2	1	Computer Basics	s AEN	1M23_113		
	2	Human rights and dem	ocracy AEN	1M23_114		
	3	Marketing Services	(1) <b>AE</b>	MM23_201		
	3	Marketing Supplie	es AE	MM23_202		
	2	Product	AE	MM23_203		
	2	Pricing	AE	MM23_204		
	2	Strategic managem	ent AE	MM23_205		
2	1	Quantitative methods in r	marketing AE	MM23_206	Secor	nd
2	1	Office applicationsPowe	er Point AEI	MM23_207		
	3	Marketing Services	(2) <b>AE</b>	MM23_208		
	2	distribution	AEI	MM23_209		
	2	Promotion	AE	MM23_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		AEMM23_408	

	3	Marketing Strat	egie	<mark>s</mark>	AEMM23_409							
2	1	E-marketin	g		AEMM23_410	-						
	2	Tourism and hotel r	nark	keting <u>AEMM23_411</u>								
	2	Headway (interm	edia	te)	AEMM23_412	-						
8. Expected	learning outcome	es of the program										
Knowledge												
- The abili	ty of the department	nt's graduates to	-	Providi	ng leading mar	keting						
develop t	heir marketing and	l cognitive skills		manage	ement cadres fo	or public and						
and achie	eve leadership in m	narketing		private	sector institution	ons.						
managem	nent.		-	Dissem	inating market	ing						
				knowle	dge in all instit	utions to						
				achieve	the aspirations	s of society.						
Skills			I									
- Marketin	g Management gra	aduates have the	- Developing and supporting the									
ability to	think, solve proble	ems and manage	spirit of creativity, innovation									
time.			and leadership.									
			- Creating an open environment									
			for cultural and intellectual									
			exchange.									
- Our outp	uts should be know	vledgeable and	- Communicate and interact									
skilled in	how to accomplis	h the tasks	constructively with stakeholders.									
assigned	to them.											
Values			-									
- Adherence	ce to professional e	ethics and the	-	Establis	shing social and	d ethical						
ability to	demonstrate high	professional		respons	sibility.							
competer	nce.		-	Serving	g the communit	y and						
				meeting	g its requirement	nts.						
	ent must believe in		- Integrity and transparency.									
	and transparency, a	-	- Quality.									
	he concepts of qual	lity management at										
work.												

# 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.
- Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.
- 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	Faculty members									
Facu	ılty	Requirements/Skills	Specializ	vation						
preparation		(if any)			Academic Rank					
lecturer	angel		private	general						
	angel		Financial	business	Asst. Prof. Dr. Firas					
			management	management	Farhan Jadi Safar					
	angel		davalonment	business	A.M. Mai Hamoudi					
	l		development	management	Abdullah Jassim					
	angel		Human	business	Dr. Thaer Jassim					
			Resources	management	Mohammed Aftan					
	angel		Organizational	business	Dr. Firas Hassan					
			theory	management	Rashid Salman					
	angel		monkating	business	M. Saad Ajaj Khalaf					
			marketing	management	Jameel					
	angel			business	M.M. Mohammed					
				management	Hamid Nayef Hamid					

angel	angel		business	Mr. Musa Hamad
		Entrepreneurship	management	Mohammed Shihan
angel			business	Mr. Ahmed Hamid Issa
			management	Jassim
angel			business	Mr. Marwan Hussein
			management	Abdul Farhan
angel		Financial	business	M.M Hanan
			management	Mohammed Ibrahim
		management		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.
- 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															
		gram	the prog	of	mes	utco	ng o	earni	red le	Requi	F				
u Yea	Cou	G	Essent	ge	ledg	now	K	5	Skills			S	/alue	V	
e ev	rse code	Course name	ial or option al?	A 1	A 2	A 3	A4	<b>B</b> 1	B2	<b>B</b> 3	<b>B4</b>	A1	A2	A3	A4
		Business Administratio n 1		~	~	~	~	✓	~	~	~	<	~	✓	✓
		Marketing Management 1		~	~	~	~	✓	~	~	~	~	~	✓	✓
		Statistics 1		$\checkmark$											
		Financial Accounting 1		✓	✓	✓	~	$\checkmark$	~	✓	✓	✓	~	~	✓
		Economy 1		$\checkmark$											
		Arabic language		✓	✓	✓	~	$\checkmark$	~	✓	✓	✓	~	✓	✓
		Headway (Beginner)		✓	✓	✓	~	$\checkmark$	~	✓	✓	✓	~	✓	✓
Fi ye		Business Administratio n 2		✓	~	~	~	✓	~	~	✓	✓	~	✓	✓
		Marketing Management 2		✓	~	~	~	✓	~	~	✓	✓	~	✓	✓
		Statistics 2		$\checkmark$											
		Financial Accounting 2		✓	✓	~	~	$\checkmark$	~	$\checkmark$	✓	✓	~	$\checkmark$	$\checkmark$
		Economy 2		$\checkmark$											
		basicsComputer		$\checkmark$											
		rightsHuman and democracy		✓	$\checkmark$	✓	~	$\checkmark$	~	$\checkmark$	✓	✓	✓	$\checkmark$	$\checkmark$
		Marketing services1		✓	✓	✓	~	$\checkmark$	~	~	✓	✓	~	✓	✓

$\checkmark$	Marketing												
•	•	•	•	•	•	•	•	•	•	•	•	Supplies	
$\checkmark$	Product												
$\checkmark$	Pricing												
	./	./	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Strategic	
✓	v	v	v	v	v	v	$\checkmark$	v	v	v	v	management	
												Quantitative	
$\checkmark$	methods in												
												marketing	
												Office	
$\checkmark$	applicationsP												
												ower Point	
												Word & Seco	on
$\checkmark$	Marketing services2												
$\checkmark$	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	distribution yea	ar						
▼ ✓	▼ ✓	▼ ✓	▼ ✓	▼ ✓	▼ ✓	▼ √	▼ ✓	▼ ✓	▼ √	▼ √	▼ ✓	Promotion	
•	•	v	•	v	v	v	•	•	v	•	v	Brand	
												Management	
$\checkmark$	and Mental												
												Positioning	
												Sales	
✓	$\checkmark$	Management											
$\checkmark$		$\checkmark$	$\checkmark$	✓	$\checkmark$	Headway							
v	v	v	v	v	v	v	v	v	v	v	v	(elementary)	
											,	Office	
$\checkmark$	applicationsE												
												xcel	
$\checkmark$	Global												
												Marketing           Marketing	
$\checkmark$	research												
												consumer	
$\checkmark$	behavior												
												Marketing	
$\checkmark$	risk												
												management	
												Headway	
$\checkmark$	(pre-	rd											
												intermediate)	
$\checkmark$	Internet												
												Basics	
$\checkmark$	Marketing information												
		•		•	•	-					•	systems	
												Marketing	
$\checkmark$	knowledge												
												management	
												Marketing	
$\checkmark$	Organization												
												Management	

							,						Marketing	
$\checkmark$		Quality												
													Management	
$\checkmark$		Negotiation												
-	-		-	-	•					-			management	
					,		,						Statistical	
$\checkmark$		applications												
													in marketing	
													Scientific	
$\checkmark$		research												
													methods	
													Customer	
$\checkmark$		Relationship												
													Management	
$\checkmark$		Contemporary Markating												
v	v	v	v	v	v	v	v	v	v	v	v		Marketing Studies1	
													Marketing	
$\checkmark$		databases												
													Agricultural	
~	$\checkmark$		Marketing											
	$\checkmark$	./		Pharmaceutica										
•	v	v	v	v	v	v	v	v	v	v	v		l Marketing	
$\checkmark$		Sports	<b>T</b>											
-	-			-	-			-	•	-	-		Marketing	Fourt
													Social and	h
$\checkmark$		ethical	year											
													responsibility of marketing	•
													Contemporary	
	$\checkmark$		Marketing											
	-				-		-	<sup>-</sup>					Studies 2	
$\checkmark$	$\checkmark$	✓	✓	✓	$\checkmark$	✓	✓	1		/			Marketing	
✓	✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	$\checkmark$	$\checkmark$	✓	$\checkmark$		Strategies	
$\checkmark$		E-marketing												
													Tourism and	
$\checkmark$		hotel												
													marketing	
$\checkmark$	~	$\checkmark$	$\checkmark$	~	~	$\checkmark$	$\checkmark$	~	~	$\checkmark$	$\checkmark$		Headway	
		-	-	-		-							(intermediate)	

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

**Course Description Form** 

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	Subject abjectives
	importantStrategic plans developed by	Subject objectives
	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.	
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**

			Dequined		
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	0		Seventh
Oral questions	Lecture/Discussions	ecture/Discussions Contemporary and future trends and tl practices in k management		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	Recommended supporting books and
specialized in the field of business	references (scientific journals, reports)
administration.	
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:

اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس فرحان جدي

التاريخ: 17 / 9 / 2023

التوقيع التوقيع: التاريخ: 17 / 9 / 2023

دقق الملف من قبل شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان التوقيع المسرس المكرس المستاعية التاريخ: 17/ 9/2023

# **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 S	tructure			
comments	percentage	Study unit	Number of	Program
			courses	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

Credit hours		Course name	Course code	Year/Level	
practica l	theoretical				
	3	Business Administration 1	AEMM23_10 1		
	3	Marketing Management 1	AEMM23_10 2		
2	1	Statistics 1	AEMM23_10 3		
2	1	Financial Accounting 1	AEMM23_10 4		
2	1	Economy 1	AEMM23_10 5		
2		Arabic language	AEMM23_10 6	First	
	3	Headway (Beginner)	AEMM23_10 7		
	3	Business Administration 2	AEMM23_10 8		
	3	Marketing Management 2	AEMM23_10 9		
2	1	Statistics 2	AEMM23_11 0		
2	1	Financial Accounting 2	AEMM23_11 1		
2	1	Economy 2	AEMM23_11 2		
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	administrationOrganizationsMarketin g	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	<b>F</b> ar41
2	1	Marketing databases	AEMM23_403	Fourth
	2	Agricultural Marketing	AEMM23_404	

	2	Pharmaceutical N	Aarketing	AEMM23_405				
	2	Sports Mark	eting	AEMM23_406				
	2	Social and ethical res marketin		AEMM23_407				
	3	Contemporary Marketi	ing Studies (2)(	AEMM23_408				
	3	Marketing Stra	ategies	AEMM23_409				
2	2 1	E-marketi	ng	AEMM23_410				
	2	Tourism and hotel	marketing	AEMM23_411				
	2	Headway (intern	mediate)	AEMM23_412				
8. Exp	pected learning out	comes of the progra	m	<u>I</u> I				
Know	ledge							
- Th	e ability of the depa	rtment's graduates	- Providing	g leading marke	eting			
to o	develop their marke	ting and cognitive	managem	ent cadres for p	public and			
ski	lls and achieve lead	ership in marketing	private sector institutions.					
ma	nagement.		- Dissemin	ating marketing	5			
			knowledge in all institutions to					
			achieve the aspirations of society.					
Skills								
- Ma	arketing Managemen	nt graduates have	- Devel	oping and supp	orting the			
the	ability to think, sol	ve problems and	spirit	of creativity, in	novation			
ma	nage time.		and leadership.					
			- Creating an open environment					
			for cu	ltural and intell	ectual			
			exchar	nge.				
- Ou	r outputs should be	knowledgeable and	- Commun	icate and intera	ct			
ski	lled in how to accor	nplish the tasks	construct	ively with stake	eholders.			
ass	igned to them.							
Value	s		I					
- Ad	herence to professio	onal ethics and the	- Establish	ing social and e	thical			
abi	lity to demonstrate	high professional	responsib	oility.				
			- Serving the community and meeting					

	its requirements.								
The student must believe in the principles of	- Integrity and transparency.								
integrity and transparency, and have the	- Quality.								
ability to apply the concepts of quality									
management at work.									
. Teaching and learning strategies									
1. Active learning: Encouraging students' a	ctive participation in learning processes,								
such as discussions, group activities, and	problem solving, to enhance their deep								
understanding of mathematical concepts.									
2. Cooperative learning: Encouraging stude	ents to work together in small groups to								
solve problems.related to their studiesAn	nd sharing ideas, which contributes to								
enhancing interaction and knowledge exe	change 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 skillsMarketingT	o solve it.								
5. Multiple Instructional Strategies: Providi	ing a variety of instructional strategies,								
such as interactive lectures, practical less	sons, and hands-on exercises, to meet the								
diverse needs of students.									
6. Promote thinkingMarketingEncourage st	udents to developtheskillsMarketing								
Such as analysis, planning and inference	, by providing stimulating questions and								
applied problems.									
7. Provide immediate feedback: Provide me	echanisms to provide immediate								
feedback to students on their performanc	e and understanding of								
concepts.Marketing,Whether it's through	-								
interaction with the teacher.									
0. Evaluation methods									
1. Classroom performance assessment: This	s includes assessing students'								
performance during lessons, lectures and	-								
r	······································								

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.
- 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**

	FacultyRequirements/Skipreparationlls (if any)		Special	Academic Rank		
lecture r	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	

			1
	Resources	management	Mohammed Aftan
angel	Organizational	business	Dr. Firas Hassan
	theory	management	Rashid Salman
angel		business	M.M. Mohammed
		management	Hamid Nayef Hamid
angel	Entrepreneursh	business	Mr. Musa Hamad
	ip	management	Mohammed Shihan
angel		business	Mr. Ahmed Hamid
		management	Issa Jassim
angel		business	Mr. Marwan Hussein
		management	Abdul Farhan
angel	markating	business	M. Saad Ajaj Khalaf
	marketing	management	Jameel
angel	Financial	business	M.M Hanan
		management	Mohammed Ibrahim
	management		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.
- 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.

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												(intermediate)				

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

#### **Course Description Form**

1	<b>Course name</b>	
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:<u>Sajaj95@tu.edu.iq</u> M.M. Ahmed Hamid Issa Email:<u>Ahmed.H.24@tu.edu.iq</u>

#### 8. Course objectives

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

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-	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: 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: ﴿ اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس اسم رئيس القسم: ١.م.د. فراس فرحان جدي

التاريخ: 2024 / 1 / 2024

دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف التاريخ

التوفيع:

التاريخ: 2024 / 1 /28

صادقة السبد العم

# 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 $\gamma M^{Y}$ In preparing study requirements <sup>Y</sup>In the section.
- 2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications. It is necessary to use it. <sup>Y</sup>In the labor market.
- **3.** Qualifying students scientifically to continue their studies <sup>Y</sup>In the fields of marketing management.
- **4.** Preparing and qualifying specialized scientific cadres to work <sup>Y</sup>In various marketing fields.
- 5. Working on developing skills Essential for creativity <sup>Y</sup>In marketing activities <sup>Y</sup>In the business environment.
- 6. Providing expertise and advice to civil society organizations Y for me .
- Working to provide the market with qualified graduates who are full of motivation and inspiration. YIn applying various marketing skills and activities.
- 8. Development and advancement of scientific researchYM 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. <sup>Y</sup>In local organizations.
- **11.**Develop relationships with the department and counterpart departments. <sup>Y</sup>In local and Arab universities.
- 12. Theoretical and applied aspects of the combination <sup>Y</sup>Q to qualify students for work <sup>Y</sup>In the market and facing challenges.
- 5. Other external influences

4. Program accreditation

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 EducationYLee and scientific researchYM

			·	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	Program 7
		Curriculum		Description
Credit hou	rs	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	AEMM23_207	
		Word &		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	
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	— Third
	3	Marketing information systems	AEMM23_307	
	2	Marketing knowledge management	AEMM23_308	
	2	Marketing Organization Management	AEMM23_309	
	2	Marketing Quality Management	AEMM23_310	

	2	Negotiation manage	ement	AEMM23_311	
	2	Statistical application	ons in	AEMM23_312	
	2	Scientific research n	nethods	AEMM23_313	
	3	Customer Relations Management	hip	AEMM23_401	Fourth
	3	Contemporary Mar Studies1(	rketing	AEMM23_402	
2	1	Marketing database	es	AEMM23_403	-
	2	Agricultural Marke	eting	AEMM23_404	-
	2	Pharmaceutical Ma	arketing	AEMM23_405	-
	2	Sports Marketing		AEMM23_406	1
	2	Social and ethical responsition marketin	bility of	AEMM23_407	
	3	Contemporary Man Studies2)	-	AEMM23_408	
	3	Marketing Strategi	es	AEMM23_409	1
2	1	E-marketing		AEMM23_410	-
	2	Tourism and hotel marketing		AEMM23_411	1
	2	Headway (intermed	diate)	AEMM23_412	1
. Expecte	ed learning ou	tcomes of the progra	ım		
Knowledg	<i>ge</i>				
graduat and cog	gnitive skills a	their marketing	mana	iding leading marke agement cadres for j ite sector institution	public and
Skills			know	eminating marketing vledge in all institut eve the aspirations o	tions to
		. 1 ,		· · · · · · · · · · · · · · · · · · ·	• ,1 • •,
have th	ng Management ne ability to th ms and manag	ink, solve	of cre	eloping and support eativity, innovation ership.	• •

	- 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. Values	- Communicate and interact constructively with stakeholders.
- Adherence to professional ethics and the ability to demonstrate high professional competence.	<ul> <li>Establishing social and ethical responsibility.</li> <li>Serving the community and meeting its requirements.</li> </ul>
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	<ul> <li>Integrity and transparency.</li> <li>Quality.</li> </ul>
9. Teaching and learning strategies	·

- 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.
- 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.
- 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.

- 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

- 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.
- 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.
- Practical performance evaluation: Students can be evaluated in practical performance through practical visits and participation in practical activities.
- Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.
- 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
Prepare Authori	d by the ty	Requirements/Skills (if any)	Specialization		Academic
The tead	cher				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

- 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 parttime 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

Ree	quire	ed le	arni	ng o	utcon	nes o	f the	pro	gran	n					
I va	lue				Skil	ls T		Kn	owle	edge	;	Basic		code	Year/Leve
G4	G3	G2	G1	for4	for3	for2	for1	A4	A3	A2	A1	or optional	Course name	The decision	
$\checkmark$		Business Administration1													
$\checkmark$		Marketing Management1													
$\checkmark$		count1													
$\checkmark$		Financial accounting1													
$\checkmark$		economyl													
$\checkmark$		Arabic language		-											
$\checkmark$		Headway (Beginner)		First year											
$\checkmark$		Business Administration2													
$\checkmark$		Marketing Management2													
$\checkmark$		count2													
$\checkmark$		Financial accounting2													

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

						I		1	n	1			
$\checkmark$	Global Marketing												
$\checkmark$	Marketing research												
$\checkmark$	consumer behavior												
$\checkmark$	Marketing risk management												
$\checkmark$	Headway (pre-intermediate)												
$\checkmark$	Internet Basics												
$\checkmark$	Marketing information systems	Year											
$\checkmark$	Knowledge	The third											
$\checkmark$	Marketing Organization Management												
$\checkmark$	Quality Management Marketing												
$\checkmark$	Negotiation management D												
$\checkmark$	Applications Statistics in Marketing												
$\checkmark$	Scientific research methods												
$\checkmark$	Customer Relationship Management												
$\checkmark$	Contemporary Marketing Studies1	Fourth											
$\checkmark$	Marketing databases	year											
$\checkmark$	Agricultural Marketing												
$\checkmark$	Pharmaceutical Marketing												

| $\checkmark$ | Sports Marketing                                  |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---|
| $\checkmark$ | Responsibility<br>Social and<br>Ethical Marketing |
| $\checkmark$ | Contemporary<br>Marketing<br>Studies2             |
| $\checkmark$ | Marketing<br>strategies                           |
| $\checkmark$ | E-marketing                                       |
| $\checkmark$ | Tourism and hotel<br>marketing                    |
| $\checkmark$ | Headway<br>(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

					of the course a name is menti		(if more
			N	lame: D	r. Thaer Jassir	n Mohamn	ned
			8	. Course	e objectives		
	students w of the basi students m	ic concepts in s nust acquire.	ensive overview statistics that				
2-	terms and with the at these conc	understand the im of reviewin cepts in achieving for organization	clarify relevant bir meanings, g the vital role of ing competitive ions operating in				
3-		data and infor	-	Subjec	t objectives		
4-		tatistical metho ding abstract r					
5-	The stude	and the laws of	uce and conclude f mathematical				
6-	Increases	the student's al	•				
7_		ically and logic nt becomes abl	•				
,-		related to the t					
			9	. Teachi	ng and learnir	ng strategie	S
	TT .1 1						
•	Use the Homewo						
•	•	•	ne tasks and their causes.		Strategy		
•	Blended				Strategy		
•	Using vi	sual explana	tion methods				
	(data sho	DW)			10. Course S	tructure	
roa	ıd	Learning	Name of the unit o	r topic	Required	Watches	The week
	aluation	U		r topic	learning outcomes		
hom forn least ques	w up on nework, nulate at t three stions, and a quick test.	Theory and practical examples	Definition of statistics, importance and stati methods in scientific research	stical	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: اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس 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 لمسرس المكرس للستاعية التوقيع لمسرس المكرك المترقي محمد المكرك

التوقيع 🛁

التاريخ: 17/ / 9 / 2023

# **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 Str	ucture			
comments	percentage	Study unit	udy unit	Program
comments	percentage	Study unit	courses	Structure
	9.4%	14	6	Institutional
	2.470	17	U	Requirements
	18%	27	10	College
	10 / 0		10	Requirements
	72.6%	e Study unit cour 14 6	40	Department
	72.070	107		Requirements
				Summer
				training
				Other

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

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

Cred	lit hours	Course name	Course code	Year/Le	
practical	theoretical				
	3	Business Administration 1	AEMM23_101		
	3	Marketing Management 1	AEMM23_102	First	
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	Secon	
	3	Marketing Services (2)	AEMM23_208	Secon	
	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	

	T				
2	1	Marketing resear	rch	AEMM23_302	
	2consumer behaviorAEMM23_3032Marketing risk managementAEMM23_3042Headway (pre-intermediate)AEMM23_3061basicsInternetAEMM23_3063Marketing information systemsAEMM23_3072administrationKnowledgeMarketingAEMM23_3082administrationOrganizationsMarketingAEMM23_3092administrationOrganizationsMarketingAEMM23_3092Marketing Quality ManagementAEMM23_3102Negotiation managementAEMM23_3112ApplicationsStatisticsIn marketingAEMM23_3122Scientific research methodsAEMM23_4013Contemporary Marketing Studies (1)AEMM23_4013Contemporary MarketingAEMM23_4032Agricultural MarketingAEMM23_4042Pharmaceutical MarketingAEMM23_4052Sports MarketingAEMM23_4063Contemporary Marketing Studies (2)(AEMM23_4063Contemporary Marketing Studies (2)(AEMM23_4073Contemporary Marketing Studies (2)(AEMM23_4063Marketing StrategiesAEMM23_4112Headway (intermediate)AEMM23_4112Headway (intermediate)AEMM23_4112Headway (intermediate)AEMM23_412Itearning outcomes of the program-Providing leading marketi		consumer behavior		
	2	Marketing risk manag	gement	AEMM23_304	
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	3	Contemporary Marketing	AEMM23_402	_	
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8. Expected	learning outco	omes of the program			Fourt
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develop t	heir marketing	and cognitive skills		blic and	
and achie	eve leadership ir	n marketing	private sect	tor institutions.	
managem	_				

	- Disseminating marketing knowledg
	all institutions to achieve the
	aspirations of society.
Skills	
Marketing Management graduates have the	- Developing and supporting the
ability to think, solve problems and manage	spirit of creativity, innovation an
time.	leadership.
	- Creating an open environment for
	cultural and intellectual exchange
Our outputs should be knowledgeable and	- Communicate and interact
skilled in how to accomplish the tasks	constructively with stakeholders.
assigned to them.	
alues	1
Adherence to professional ethics and the	- Establishing social and ethical
ability to demonstrate high professional	responsibility.
competence.	- Serving the community and meeting
	requirements.
The student must believe in the principles of	- Integrity and transparency.
integrity and transparency, and have the ability	- Quality.
to apply the concepts of quality management at	
work.	
. Teaching and learning strategies	
1. Active learning: Encouraging students' activ	e participation in learning processes, suc
as discussions, group activities, and problem	a 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 betwee	n them.
3. Use of Technology: Leveraging technology	to provide interactive learning tools such
computer software and online resources to e	nhance student understanding and
motivation.	

- 4. Problem-based learning: presenting specific problems and motivating students to thir k 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.
- Promote thinkingMarketingEncourage students to develop theskillsMarketing 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.
- 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.
- Practical Performance Evaluation: Students can be evaluated in practical performanc 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, profession al and academic development can be evaluated during their participation in the faculty mentoring program.

# **11. Faculty**

# **Faculty members**

		ization	Speciali	Requirements/Skills	ulty	Fac
c Rar	Academic Ra			(if any)	ration	prepa
		general	private		angel	lecturer
Safar Iamoudi assim assim I Aftan	Asst. Prof. Dr. Firas	business	Financial		angel	
far	Farhan Jadi Safar	management	management			
noudi	A.M. Mai Hamoud	business	development		angel	
im	Abdullah Jassim	management	development			
sim	Dr. Thaer Jassim	business	Human		angel	
ftan	Mohammed Aftan	management	Resources			
Farhan Jadi SafarA.M. Mai HamoudiA.M. Mai HamoudiAbdullah JassimDr. Thaer JassimJohammed AftanDr. Firas Hassan RaAimanJ.M. MohammedJamid Nayef HamidJamid Nayef HamidJr. Musa HamadJohammed ShihanAr. Ahmed Hamid IJassimJr. Marwan HusseiAbdul FarhanJ. Saad Ajaj KhalaameelJ.M HananJohammed Ibrahin	Dr. Firas Hassan F	business	Organizational		angel	
Firas far moudi sim sim sim sim sim san Ra h fan d Hamid bhihan famid 1 ss Hussei h Khala	Salman	management	theory			
Dr. Firas Safar Iamoudi assim fassim I Aftan assan Ra f ammed ef Hamid I Shihan I Shihan I Hamid I ss an Hussei I an aj Khala	M.M. Mohammed	business			angel	
Hamic	Hamid Nayef Ham	management				
nad	Mr. Musa Hamad	business	Entrepreneurship		angel	
hihan	Mohammed Shiha	management	Entrepreneursmp			
amid l	Mr. Ahmed Hamid	business			angel	
	Jassim	management				
Hussei	Mr. Marwan Huss	business			angel	
	Abdul Farhan	management				
Khalai	M. Saad Ajaj Khal	business	marketing		angel	
	Jameel	management	marketing			
	M.M Hanan	business	Financial		angel	
orahin	Mohammed Ibrah	management				
	Jassim		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 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.

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databases	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	~	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Marketing
			-										databases

$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓	✓	I	$\checkmark$	<	<	✓	✓	Agricultural Marketing
✓	$\checkmark$	$\checkmark$	$\checkmark$	✓	✓	✓	$\checkmark$	~	✓	✓	✓	Pharmaceutica 1 Marketing
✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓	✓	$\checkmark$	✓	✓	✓	✓	Sports Marketing
~	~	~	~	~	~	~	~	~	~	~	~	Social and ethical responsibility of marketing
~	~	~	~	~	~	~	~	~	~	~	~	Contemporary Marketing Studies 2
$\checkmark$	$\checkmark$	$\checkmark$	✓	✓	$\checkmark$		$\checkmark$	✓	$\checkmark$	$\checkmark$	✓	Marketing Strategies
$\checkmark$	<b>√</b>	$\checkmark$	$\checkmark$		$\checkmark$	E-marketing						
~	~	~	~	~	~	~	~	~	~	~	~	Tourism and hotel marketing
$\checkmark$	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	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

	Y. Name of the course supervisor (if more than one name is mentioned)         A.M. Afaq Dhnoon Ibrahim Email:afaaqalbadri@tu.edu.iq								
8. Course obj		IIII Ellian. <u>araaqare</u>							
<ol> <li>1- Knowing h trade discount</li> <li>2- Knowledge</li> <li>papers, bills o</li> <li>3- How to cor</li> <li>errors using content</li> <li>methods</li> <li>4- Knowing h</li> <li>adjustments a</li> </ol>	iow to calcu ts e of dealing of exchange crect uninter onventional now to condu- nd prepare to now to prepa	ntional accounting l accounting	Subject objectives						
9. Teaching a	ind learnin	g strategies							
manner relate attract the stud without strayi of the topic is understandabl 2-Assigning the activities and	d to the real dent to the 1 ng away fro to make the le and analy he student s duties. percentage o ents and tes	om it.onThe core e lecture flexible, zable. some group of the grade to	Strategy						
	Learning	Name of the unit	Required learning	Watches	The				
method	method	or topic	outcomes		week				
Daily preparatior oral and written tests	a lecture	Accounting in business	Introduction to Accounting a the Corporate Environment	3	the first				
Daily preparatior oral and written tests	a lecture	Basic functions of accounting	The nature of the accounting function and delivery Information users informatio	3	the second				
Daily preparatior oral and written tests	a lecture	The scientific side of accounting	Knowing the objectives, principles and assumptions	3	the third				
Daily preparatior oral and written tests	a lecture	Single restriction	Knowing the single entry registration in The projectTIndividuality	3	Fourth				
Daily preparatior	a lecture	Accounting operations	Know the budget equation	3	Fifth				

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 - Recordin 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 an loans	Knowing how to regi personal withdrawals Loans and interest	3	tenth
Daily preparation oral and written tests	a lecture	Revenue and capital expenditures	Knowing how to rec 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 purch expenses	3	twelfth
Daily preparation oral and written tests		Accounting for goods - sales	Knowing how to record s and returns And its surveys and purchas expenses		thirteenth
Daily preparation oral and written tests	a lecture	Income Statement	Knowledge of preparing and organizing the income statement, income statement		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,	Required textbooks (methodology if any)
(10th, E.D., John Wiley & Sons, 2012)	
Al-Hayali and Al-Kasb, Saddam Mohammed, Ali	Main References (Sources)
Ibrahim, Principles of Accounting 2017, Tikrit	
University, Iraq.	

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:

التاريخ: 17 / 9 / 2023

اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس 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 التعقيم التوقيع التاريخ: 17/ / 9 / 2023



Dean's approval

# 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	Program
			courses	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.

	ration			
Cred	it hours	Course name	Course code	Year/Leve
practica l	theoretical			
	3	Business Administration 1	AEMM23_1 01	
	3	Marketing Management 1	AEMM23_1 02	
2	1	Statistics 1	AEMM23_1 03	
2	1	Financial Accounting 1	AEMM23_1 04	
2	1	Economy 1	AEMM23_1 05	
	2	Arabic language	AEMM23_1 06	First
	3	Headway (Beginner)	AEMM23_1 07	
	3	Business Administration 2	AEMM23_1 08	
	3	Marketing Management 2	AEMM23_1 09	-
2	1	Statistics 2	AEMM23_1 10	-
2	1	Financial Accounting 2	AEMM23_1 11	-
2	1	Economy 2	AEMM23_1 12	
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	
	3	Marketing Services (2)	AEMM23 208	Second
	2	distribution	AEMM23 209	
	2	Promotion	AEMM23_210	
		Brand ManagementAnd the		
	2	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	administrationOrganizationsMarketi ng	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 Rela Managem		AEMM23_401			
	3	Contemporary Mark (1)	eting Studies	AEMM23_402			
2	1	Marketing data	abases	AEMM23_403			
	2	Agricultural Ma	arketing	AEMM23_404			
	2	Pharmaceutical I	Marketing	AEMM23_405			
	2	Sports Mark	eting	AEMM23_406			
	2	Social and ethical rea		AEMM23_407	Fourth		
	3	Contemporary Mark (2)(	eting Studies	AEMM23_408			
	3	Marketing Stra	ategies	AEMM23_409			
2	1	E-marketi	ng	AEMM23_410			
	2	Tourism and hotel	marketing	AEMM23_411			
	2	Headway (inter	mediate)	AEMM23_412			
Expecte	d learning ou	tcomes of the progra	m	<u> </u>			
nowledg	e						
The abi	lity of the depa	artment's graduates	- Providing	leading marke	eting		
to devel	lop their marke	eting and cognitive	managem	ent cadres for	public and		
skills ar	nd achieve lead	lership in marketing	private se	ctor institution	S.		
manage	ment.		- Dissemin	ating marketing	g		
			knowledg	e in all institut	ions to		
			achieve th	ne aspirations of	of society.		
kills							
Market	ing Manageme	ent graduates have	- Develo	oping and supp	orting the		
the abil	ity to think, so	lve problems and	spirit o	of creativity, in	novation		
manage	e time.		and leadership.				
			- Creatin	ng an open env	vironment		
			for cul	tural and intell	ectual		

- Our outputs should be knowledgeable	- Communicate and interact
and skilled in how to accomplish the tasks	constructively with stakeholders.
assigned to them.	
Values	
- Adherence to professional ethics and the	- Establishing social and ethical
ability to demonstrate high professional	responsibility.
competence.	- Serving the community and meeting
	its requirements.
- The student must believe in the principles	- Integrity and transparency.
of integrity and transparency, and have the	- Quality.
ability to apply the concepts of quality	
management at work.	
9. Teaching and learning strategies	1
1. Active learning: Encouraging students' a	ctive participation in learning processes,
such as discussions, group activities, and	l problem solving, to enhance their deep
understanding of mathematical concepts.	
2. Cooperative learning: Encouraging stude	ents to work together in small groups to
solve problems.related to their studiesAr	nd sharing ideas, which contributes to
enhancing interaction and knowledge ex-	change between them.
3. Use of Technology: Leveraging technology	ogy to provide interactive learning tools
such as computer software and online res	sources to enhance student
understanding and motivation.	
4. Problem-based learning: presenting spec	-
think critically and use skillsMarketingT	
5. Multiple Instructional Strategies: Provid	
-	sons, and hands-on exercises, to meet the
diverse needs of students.	

 Promote thinkingMarketingEncourage students to develop theskillsMarketing 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**

Fac	•	Requirements/Ski	Speciali	zation	
prepa	ration	lls (if any)			Academic Rank
lecture r	angel		private	general	
	angel		Financial	business	Asst. Prof. Dr. Firas
			management	management	Farhan Jadi Safar
	angel		dovelopment	business	A.M. Mai Hamoudi
			development	management	Abdullah Jassim
	angel		Human	business	Dr. Thaer Jassim
			Resources	management	Mohammed Aftan
	angel		Organizational	business	Dr. Firas Hassan
			theory	management	Rashid Salman
	angel			business	M.M. Mohammed
				management	Hamid Nayef Hamid
	angel		Fatura and a sure him	business	Mr. Musa Hamad
			Entrepreneurship	management	Mohammed Shihan
	angel			business	Mr. Ahmed Hamid Issa
				management	Jassim
	angel			business	Mr. Marwan Hussein
				management	Abdul Farhan
	angel		markating	business	M. Saad Ajaj Khalaf
			marketing	management	Jameel
	angel		Einonsiel	business	M.M Hanan
			Financial	management	Mohammed Ibrahim
			management		Jassim
					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.

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	V	/alue	S		Ű.	Skills	5	K	now	ledg	ge	Essent	a	Cou	Year/L
A4	A3	A2	A1	<b>B4</b>	<b>B</b> 3	B2	<b>B1</b>	A4	A 3	A 2	A 1	ial or option al?	Course name	rse code	evel
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✓	~	~	✓	~	✓	~	~	~	~	~	~		Marketing Management 1		First year

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												Supplies
<ul> <li>✓</li> </ul>	✓	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	Product						
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												Word & d
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/												Marketing
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$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Tourism and hotel			
	•	·	·	•	•	•	·	·	·	•	•	marketing			
	1	1	1	1	/		1	1		/	/	Headway			
✓	V     V     V     V     V     V     V     V     V       (intermediate)														
	*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.														
							Cou	irse	Des	crip	tion	n Form			
<b>1.</b> Co	ourse	nam	ne												
Prin	ciple	s of I	Econ	omic	s 1										
2. Co	ourse	cod	e												
AEN	<b>IM2</b>	3_10	5												
3. Se	emest	er/Y	ear												
First	t Sem	lester	r/Firs	st Co	urse	- Ac	aden	nic Y	lear	· 202	23-2	2024			
4. Da	ate th	is de	escriț	otion	was	prep	ared	l							
17/9/2	2023														
5. Av	vailal	ble fo	orms	of at	tenda	ance									
Муј	prese	nce													
6. Ni	umbe	er of	study	y hou	ırs (te	otal)	/ Nu	mbe	er of	un	its (1	total)			
3 ho	urs p	er w	eek (	45) h	ours	/ nu	mbe	r of 1	unit	s (3	)				
7. Na	ame (	of the	e cou	rse s	uper	visor	· (if r	nore	tha	n o	ne n	name is mentioned)			
Dr. A	Alaa A	Abdu	l Jabl	bar H	ussei	n									
8. Co	ourse	obje	ective	es											
• Solv	ving p	oroble	ms us	sing n	ıoderı	n met	hods	used	in						
	ninistr					-									
	work,				leterm	ined	by ki	nown	or			Subject objectives			
	nown				_	_									
• Ena	abling	stud	ents t	to un	dersta	nd t	he pr	rincip	les,						

<ul> <li>broaden their horizo</li> <li>Developing and exp the economic field think properly</li> <li>Providing the recipion skills that enable hin work</li> <li>Developing positive to logical and scientific</li> <li>Employing economis the interconnection recipient to solve the</li> </ul>	ns in ecor panding s and deve ent with s n to emp chinking i way. cs in ma between to problems positive ets of life.	tudents' awareness in loping their ability to tatistical and economic loy them in his field of n solving problems in a nagement science and them and enabling the s facing society.			
1. Student education	U				
studiestheAcademi conceptsEconomyI 2. They can learn and a sound and scienti analyze data,And t	ctheReal n realistic l understa fic way.yo hey conch ons.Appr ingFor st coups to s c and adn anagerAF	e contexts. and economic terms in ourWe have themto uderesults, and learn opriate management. udents forWork olve ninistrative. for studentsY	Strat	egy	
display screen to so within the field of e management. 6. Interactive learning	nent scien advanced lve mathe conomics g using in	ce. I scientific tools such as ematical problems related to			
This strategy can in	nclude sm	all group discussion.			
10. Course Structu	ire				
Evaluation	Lear	Unit or topic	<b>Required learning</b>	Watc	The
method	ning meth od	name	outcomes	hes	week

Daily, weekly and	theore	Definition of	Understand the basic	3	the first
monthly exams and	tical	economics	economic concepts and	3	
daily activity			terms that a manager		
andFollow up on			needs in research and		
assignments and			analysis.		
duties			,		
Daily, weekly and	theore	Theoretical	Definition of the concept	3	the
monthly exams, daily	tical	introduction	of economics and its		second
activity, and follow-up			relationship to		
of homework and			management		
assignments.	<b></b>			•	
Daily, weekly and	theore	Field of economics	- Identify the stages of	3	the third
monthly exams, daily	tical		scientific research in		
activity, and follow-up of homework and			management and economics and the		
			methods used in each		
assignments.					
			stage. - Understanding the basic		
			economic and		
			administrative concepts		
			and terms that a		
			manager needs in the		
			stages of his work.		
Daily, weekly and	theore	The economic	Study of how unlimited	3	Fourth
monthly exams, daily	tical	problem	basic needs are satisfied	5	rourm
activity, and follow-up		P	from limited economic		
of homework and			resources.		
assignments.					
Daily, weekly and	theore	Consumer Behavior	Understand the most	3	Fifth
monthly exams, daily	tical	Theories	important economic	U	
activity, and follow-up			theories that		
of homework and			intellectually address		
assignments.			consumer behavior and		
			the most important		
			influences related to it		
			directly or indirectly.		
Daily, weekly and	theore	Flexibility and market	- Study the concept of	3	Sixth
monthly exams, daily	tical	mechanism	elasticity, its equation,		
activity, and follow-up			how to measure it, and		
of homework and			its relationship to the		
assignments.			market mechanism		
			(supply and demand).		
Daily, weekly and	theore	Market idea and	- Identify the common	3	Seventh
monthly exams, daily	tical	market structure	types of samples used in		
activity, and follow-up			administrative research.		
of homework and			And study administrative		
assignments.			applications for using		
			different types of		
Daily, weekly and	theore	Demand and	samples. - Learn the mechanism of	2	TL
	tical	consumption	the free market and how	3	The
monthly avame daily	uldi	consumption	to measure supply and		eighth
monthly exams, daily activity, and follow-up					
activity, and follow-up			demand in the market		
activity, and follow-up of homework and			demand in the market and understand the laws		
activity, and follow-up			demand in the market and understand the laws of supply and demand		

			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	3	Ninth
			capital, labor, organization, and natural resources, including land.		
Daily, weekly and monthly exams, daily activity, and follow-up of homework and	theore tical	Supply and supply flexibility	- Study the law of supply, the law of elasticity of supply, and the factors affecting supply.	3	tenth
assignments. 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

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

#### **Program Description FormAcademic**

University name: UniversityTikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

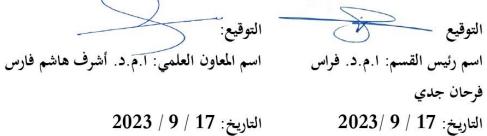
Name of academic or professional program: Marketing Management Department

Final Degree Name: Bachelor Science in Marketing Management

Academic system: Course system

Description preparation date: 17/ 9/2023

Date of filling the file:



دقق الملف من قبل شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودكم والأداء الجامعي: أسامة موسى فرحان التاريخ: 17/ / 9 / 2023



## **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	Program					
			courses	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.

Adminis	tration				
Cre	dit hours	Course code	Year/Level		
practica l	theoretical				
	3	Business Administration 1	AEMM23_10 1		
	3	Marketing Management 1	AEMM23_10 2		
2	1	Statistics 1	AEMM23_10 3		
2	1	Financial Accounting 1	AEMM23_10 4		
2	1	Economy 1	AEMM23_10 5		
	2	Arabic language	AEMM23_10 6	First	
	3	Headway (Beginner)	AEMM23_10 7 AEMM23_10		
	3	Business Administration 2	AEMM23_10 8 AEMM23_10		
	3	Marketing Management 2	9 AEMM23_11		
2	1	Statistics 2	0 AEMM23_11		
2	1	Financial Accounting 2	1 AEMM23_11		
2		Economy 2 Computer Basics	2		
	2	Human rights and democracy	AEMM23_113 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	administrationOrganizationsMarketin g	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 Ma	arketing	AEMM23_404			
	2	Pharmaceutical N	Iarketing	AEMM23_405	-		
	2	Sports Mark	eting	AEMM23_406	-		
	2	Social and ethical res		AEMM23_407	-		
	3	marketin Contemporary Marketi	Ŭ	A EN (22, 409	-		
				AEMM23_408	-		
	3	Marketing Stra	<u> </u>	AEMM23_409	-		
2	1	E-marketi		AEMM23_410	-		
	2	Tourism and hotel		AEMM23_411			
	2	Headway (inter		AEMM23_412			
8. Expected	l learning out	tcomes of the progra	m				
Knowledge							
- The abil	ity of the depa	rtment's graduates	- Providing	g leading mark	eting		
to develo	op their marke	ting and cognitive	managem	ent cadres for	public and		
skills an	d achieve lead	ership in marketing	private sector institutions.				
manager	nent.		- Disseminating marketing				
			knowledg	ge in all institu	tions to		
			achieve th	he aspirations	of society.		
Skills							
- Marketin	ng Managemer	nt graduates have	- Devel	oping and sup	porting the		
the abilit	ty to think, sol	ve problems and	spirit o	of creativity, in	nnovation		
manage	time.		and le	adership.			
			- Creati	ng an open en	vironment		
			for cultural and intellectual				
			exchar	nge.			
- Our outr	outs should be	knowledgeable and		icate and inter	act		
_		mplish the tasks	construct	ively with stak	ceholders.		
	to them.						
Values							
	ce to professio	onal ethics and the	- Establish	ing social and	ethical		
	-	high professional	responsib	-			
		ingii protessionai		······································			

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

y memb	ers			
ulty	Requirements/Ski	Special	ization	
ration	lls (if any)			Academic Rank
angel		private	general	
angel		Financial	business	Asst. Prof. Dr. Firas
	ulty ration angel	ration Ils (if any) angel	ultyRequirements/SkiSpecialrationlls (if any)angelprivate	ulty rationRequirements/Ski Ills (if any)Specializationangelprivategeneral

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

## **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.
- 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.

							Prog								
				F	Requi	red l	earni	ng o	utco	mes	s of i	the prog	gram		
	Values					Skills	5	K	now	ledg	ge	Essent	G	Cou	Year/L
A4	A3	A2	A1	<b>B4</b>	B3	B2	<b>B</b> 1	A4	A 3	AAial or21al?	Course name	rse code	evel		
✓	~	~	~	~	~	~	~	~	~	~	~		Business Administratio n 1		
✓	~	~	~	~	~	~	~	~	~	~	~		Marketing Management 1		
$\checkmark$	$\checkmark$		Statistics 1												
$\checkmark$	~	~	$\checkmark$	$\checkmark$	$\checkmark$	~	✓	~	~	~	~		Financial Accounting 1		First year
$\checkmark$	$\checkmark$		Economy 1												
$\checkmark$	~	~	✓	✓	✓	~	$\checkmark$	~	~	~	~		Arabic language		
✓	~	~	✓	✓	~	~	✓	~	~	~	~		Headway (Beginner)		

												Business	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Administratio	
												n 2	
												Marketing	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Management	
												2	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Statistics 2	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Financial	
												Accounting 2	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Economy 2	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	basicsComputer	
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-	•	•	•				-				•	and democracy	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Marketing	
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$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Marketing	
											1	Supplies	
✓	<b>√</b>	<b>~</b>	✓ ✓	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	✓	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	Product	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Pricing	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Strategic	
												management	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Quantitative	
v	v	v	v	v	v	•	v	•	<b>▼</b>	•	V	methods in	
												marketing Office	
												applicationsP	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		C
												Word &	Secon
_									/	/	/	Marketing	d
$\checkmark$	✓	✓	✓	✓	✓	✓	$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	services 2	year
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	distribution	
$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Promotion	
												Brand	
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Management	
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\*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 Subject objectives						
academic and professional life.						
<ul> <li>Developing the mind and making it understand in</li> </ul>						
some way the meanings of words.						
• Familiarity with the most important grammar rules						
that enable him to practice his professional and						

person	on building ality that ena sence of the	a cultural and practic ables him to manage responsible element. <b>g strategies</b>					
<ul> <li>Interaction using educational activities from students encourages them to know the ambiguity that may occur to some of them.</li> <li>Practical cases that can be practiced during lectures.</li> <li>Cooperative learning between students themselves in small or large groups enables them to solve and find the most important problems they face.</li> <li>Many students explain the material themselves and create a mutual interaction between them and the material.</li> <li>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.</li> <li>10. Course Structure</li> </ul>							
Evaluation	Learning	Name of the unit	Required		Watches	The	
method	method	or topic	learning			week	
Ask questions and attend	My presence	Arabic sentence concept	outcomesIdentify the mostimportant contents ofthe sentence		2	the first	
Ask questions and attend	-		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	ipation My Nominal sentence Identifying w nd presence (subject and and what car		hat is eech	2	the third		
Attendance and participation		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	and My		Knowing the differences between words that the student may know, old and new		2	Fifth	
Answer the	even even		Review what was		2	Sixth	
questions Attendance and participation	estions presence taken previ- endance My Abrogators (kana and presence its sisters) Knowing where the best of the taken previous taken previo		taken previo Knowing wha be raised an lowered	t can	2	Seventh	
I	tendanceMyContinuation of theandpresenceprevious topic					The	

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

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:



التاريخ: 2024 / 1 / 2024

التوقيع: فرحان جدي التاريخ: 28/ 1 /28

دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف التوفيع التاريخ: 28

مصادقة السبد 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

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

				Summer training		
				Other		
lotes may ir	clude whether th	e course is basic or optio	nal.			Į
7. Program	Description / M	Iarketing Management	Department (	Curricul	um	
-	dit hours	Course name	-	ourse code Year		
<b>practical</b>	theoretical					
•	3	Business Administratio	on 1 AEMN	<u>/123_101</u>		
	3	Marketing Managemen		<u>/123_102</u>		
2	1	Statistics 1		<u>/123_103</u>		
2	1	Financial Accounting		<u>/123_104</u>		
2	1	Economy 1				
	2	Arabic language	AEMN	<u>/123_106</u>		
	3	Headway (Beginner)	) AEMN	<mark>//23_107</mark>	Firs	t
	3	Business Administratio	on 2 AEMN	<mark>/123_108</mark>		
	3	Marketing Managemer	nt 2 AEMN	<mark>/123_109</mark>		
2	1	Statistics 2	AEMN	<mark>/123_110</mark>		
2	1	Financial Accounting	2 AEMN	<mark>/123_111</mark>		
2	1	Economy 2	AEMN	<mark>//23_112</mark>		
2	1	Computer Basics	AEMN	<mark>/123_113</mark>		
	2	Human rights and demo	cracy AEMN	<mark>//23_114</mark>		
	3	Marketing Services (	1) AEMI	M23_201		
	3	Marketing Supplies	AEMI	M23_202		
	2	Product	AEMN	M23_203		
	2	Pricing	AEM	M23_204		
	2	Strategic managemer	nt AEMI	M23_205		
2	1	Quantitative methods in ma			Secor	ıd
2	1	Office applicationsPower Word &	Point			
	3	Marketing Services (2	2) AEMN	V123_208		
	2	distribution				
	2	Promotion	AFM	M23_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 Strat	egie	S	AEMM23_409								
2	1	E-marketin	g		AEMM23_410	-							
	2	Tourism and hotel r	nark	eting	AEMM23_411	-							
	2	Headway (interm	edia	te)	AEMM23_412	-							
8. Expected	learning outcome	es of the program											
Knowledge	nowledge												
- The abili	ty of the department	nt's graduates to	-	Providi	ng leading mar	keting							
develop t	heir marketing and	l cognitive skills		manage	ement cadres fo	or public and							
and achie	eve leadership in m	narketing		private	sector institution	ons.							
managem	nent.		-	Dissem	inating market	ing							
				knowle	dge in all instit	utions to							
			achieve	e the aspirations	s of society.								
Skills			<u>I</u>										
- Marketin	g Management gra	aduates have the	- Developing and supporting the										
ability to	think, solve proble	ems and manage	spirit of creativity, innovation										
time.			and leadership.										
			- Creating an open environment										
			for cultural and intellectual										
			exchange.										
- Our outp	uts should be know	vledgeable and	- Communicate and interact										
skilled in	how to accomplis	h the tasks	constructively with stakeholders.										
assigned	to them.												
Values													
- Adherend	ce to professional e	ethics and the	-	Establis	shing social and	d ethical							
ability to	demonstrate high	professional		respons	sibility.								
competer	nce.		-	Serving	g the communit	y and							
				meeting	g its requiremen	nts.							
- The stude	ent must believe in	the principles of	- Integrity and transparency.										
integrity a	and transparency, a	nd have the ability	- Quality.										
	he concepts of qual	lity management at											
work.													

# 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.
- Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.
- 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	membe	rs			
Facu	ılty	Requirements/Skills	Specializ	ation	
prepar	ation	(if any)			Academic Rank
lecturer	angel		private	general	
	angel		Financial	business	Asst. Prof. Dr. Firas
			management	management	Farhan Jadi Safar
	angel		davalonment	business	A.M. Mai Hamoudi
			development	management	Abdullah Jassim
	angel		Human	business	Dr. Thaer Jassim
			Resources	management	Mohammed Aftan
	angel		Organizational	business	Dr. Firas Hassan
			theory	management	Rashid Salman
	angel		monkating	business	M. Saad Ajaj Khalaf
			marketing	management	Jameel
	angel			business	M.M. Mohammed
				management	Hamid Nayef Hamid

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

							Prog								
				F	Requi	red l	earni	ng o	utco	mes	s of	the prog	gram		
	V	/alue	S		Knowledge				Essent	q	Cou	Year/L			
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$\checkmark$		Statistics 1													
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												Management	
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✓	$\checkmark$	Management											
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	$\checkmark$	Market												
-	•				•		•					Studies		
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			-	-		-						(intermed	liate)	

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

**Course Description Form** 

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

o. 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.	Subject objectives
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.	
9. Teaching and learning strategies	
	1
- Delivering in-person and online lectures	Stratagy
- Conducting interactive discussions with students	Strategy

-	tions for students earning (classroom)				
10. Course S	*				
Evaluation method	Learning method	Name of the unit	Required	Watches	The week
methou	methou	or topic	learning		week
		-Censorship	outcomes		
		-Control and its			
sharingAnd a	Lecture/Discussions	purposes	theoretical	3 hours	the first
cup		-Types of control	knowledge		
		-Control tools			
		- Decision Making and			
		the Role of			
Questions		Information	theoretical		
and share	Lecture/Discussions	Technology - The concept of	knowledge	3 hours	the second
		decision and its types	Kilowicuge		
		- Participation in			
		decision making			
		- Leadership			
Oral	Lecture/Discussions	- Leadership theories	theoretical	3 hours	the third
questions		- Modern trends in	knowledge	•	
		leadership - Organization basics			
sharingAnd a		- Types of	theoretical		
cup	Lecture/Discussions	organizational structures	knowledge	3 hours	Fourth
		- Organizational issues			
		Types of internal and			
sharingAnd a		external environments	theoretical		
cup	Lecture/Discussions	surrounding	knowledge	3 hours	Fifth
-		organizations			
-	-	Second month exam	-	3 hours	Sixth
		Organizations			The ere
Oral	Lecture/Discussions	committed to customer	theoretical	3 hours	The one who is
questions	Lecture Discussions	service	knowledge	<b>3</b> nours	waiting
		On alter Management			
Questions	Lecture/Discussions	Quality Management and Continuous	theoretical	3 hours	The eighth
and share		Improvement	knowledge	5 11001 5	The eighth
Oral	T ( 751 ·	Planning and setting	theoretical		<b>3</b> .70 · <b>3</b>
questions	Lecture/Discussions	goals	knowledge	3 hours	Ninth
Share and	Lecture/Discussions	Planning system and	theoretical	3 hours	tenth
share		its subsystems	knowledge	5 110015	tentn
		Characteristics of			
		societies Administratively			
Questions	Lecture/Discussions	advanced	theoretical	3 hours	eleventh
and share		Contemporary	knowledge		
		challenges in our world			
		today			
		Management			
6		between past		3 hours	
Oral	Lecture/Discussions	and present	theoretical		twelfth
questions		Classical school Behavioral	knowledge		twelfth
		school			

		Quantitative school				
		Modern schools				
Share and		Contemporary	theoretical			
share	Lecture/Discussions	and future	knowledge	3 hours	thirteenth	
share		trends	knowledge			
		Business ethics				
		Globalization and				
Share and	Lecture/Discussions	<b>International Business</b>	theoretical	3 hours	fourteent	
share	Lecture/Discussions	Leadership, creativity	knowledge	5 nours	Tourteenti	
		and small business				
-	-	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.

 I2. 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 researchRecommended supporting books andspecialized in the field of business administration.references (scientific journals, reports)A group of websites and electronic forumsElectronic 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 رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس فرحان جدي

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

دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف التاريخ: 28

# 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 S	tructure			
comments	percentage	Study unit	Number of	Program
			courses	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

Administ			1			
Cred	lit hours	Course name	Course code	Year/Level		
practica l	theoretical					
	3	Business Administration 1	AEMM23_10 1			
	3	Marketing Management 1	AEMM23_10 2			
2	1	Statistics 1	AEMM23_10 3			
2	1	Financial Accounting 1	AEMM23_10 4			
2	1	Economy 1	AEMM23_10 5			
	2	Arabic language	AEMM23_10 6	First		
	3	Headway (Beginner)	AEMM23_10 7			
	3	Business Administration 2	AEMM23_10 8			
	3	Marketing Management 2	AEMM23_10 9			
2	1	Statistics 2	AEMM23_11 0			
2	1	Financial Accounting 2	AEMM23_11 1			
2	1	Economy 2	AEMM23_11 2			
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	administrationOrganizationsMarketin g	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	rourui
	2	Agricultural Marketing	AEMM23_404	

		2	Pharmaceutical M	Aarketing	5	AEMM23_405				
		2	Sports Mark	eting		AEMM23_406				
		2	Social and ethical res marketin	1	ty of	AEMM23_407				
		3	Contemporary Marketi	ng Studie	es (2)(	AEMM23_408				
		3	Marketing Stra	ategies		AEMM23_409				
	2	1	E-marketi	ng		AEMM23_410				
		2	Tourism and hotel	marketin	lg	AEMM23_411				
		2	Headway (inter	nediate)		AEMM23_412				
8.	Expected	l learning out	comes of the progra	m	·					
K	nowledge	<b>,</b>								
-	The abil	ity of the depa	rtment's graduates	- Pro	viding	leading mark	eting			
	to develo	op their marke	ting and cognitive	mai	nageme	nt cadres for	public and			
	skills an	d achieve lead	ership in marketing	private sector institutions.						
	manager	nent.		- Dis	ssemina	ting marketir	ng			
				kno	owledge	in all institu	tions to			
				ach	ieve the	e aspirations	of society.			
Sŀ	kills									
-	Marketin	ng Managemer	nt graduates have	- 2	Develo	ping and sup	porting the			
	the abilit	ty to think, sol	ve problems and	:	spirit of	f creativity, in	nnovation			
	manage	time.		and leadership.						
				_ (	Creatin	g an open en	vironment			
				1	for cult	ural and intel	lectual			
					exchang	ge.				
-	Our outp	outs should be	knowledgeable and	- Coi	mmunic	ate and inter	act			
	skilled in	n how to accor	nplish the tasks	con	structiv	ely with stak	ceholders.			
	assigned	to them.								
Va	alues			J						
-	Adheren	ce to professio	onal ethics and the	- Esta	ablishin	g social and	ethical			
	ability to	o demonstrate	high professional	responsibility.						
	compete	nce		- Serving the community and meeting						

	its requirements.
The student must believe in the principles of	- Integrity and transparency.
integrity and transparency, and have the	- Quality.
ability to apply the concepts of quality	
management at work.	
. Teaching and learning strategies	L
1. Active learning: Encouraging students' a	ctive participation in learning processes,
such as discussions, group activities, and	l problem solving, to enhance their deep
understanding of mathematical concepts.	
2. Cooperative learning: Encouraging stude	ents to work together in small groups to
solve problems.related to their studiesAr	nd sharing ideas, which contributes to
enhancing interaction and knowledge exe	change between them.
3. Use of Technology: Leveraging technology	bgy to provide interactive learning tools
such as computer software and online res	sources to enhance student
understanding and motivation.	
4. Problem-based learning: presenting spec	ific problems and motivating students to
think critically and use skillsMarketingT	o solve it.
5. Multiple Instructional Strategies: Provide	ing a variety of instructional strategies,
such as interactive lectures, practical less	sons, and hands-on exercises, to meet the
diverse needs of students.	
6. Promote thinkingMarketingEncourage st	tudents to developtheskillsMarketing
Such as analysis, planning and inference	, by providing stimulating questions and
applied problems.	
7. Provide immediate feedback: Provide me	echanisms to provide immediate
feedback to students on their performanc	e and understanding of
concepts.Marketing,Whether it's through	periodic assessments or direct
interaction with the teacher.	
0. Evaluation methods	
1. Classroom performance assessment: This	s includes assessing students'
performance during lessons, lectures and	l 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.
- 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		Requirements/Ski	Special	ization			
preparation		lls (if any)			Academic Rank		
lecture	ecture angel		private	general			
r							
	angel		Financial	business	Asst. Prof. Dr. Firas		
			management	management	Farhan Jadi Safar		

angel	development	business	A.M. Mai Hamoudi
	development	management	Abdullah Jassim
angel	Human	business	Dr. Thaer Jassim
	Resources	management	Mohammed Aftan
angel	Organizational	business	Dr. Firas Hassan
	theory	management	Rashid Salman
angel		business	M.M. Mohammed
		management	Hamid Nayef Hamid
angel	Entrepreneursh	business	Mr. Musa Hamad
	ір	management	Mohammed Shihan
angel		business	Mr. Ahmed Hamid
		management	Issa Jassim
angel		business	Mr. Marwan Hussein
		management	Abdul Farhan
angel	monhoting	business	M. Saad Ajaj Khalaf
	marketing	management	Jameel
angel	Financial	business	M.M Hanan
		management	Mohammed Ibrahim
	management		Jassim
	I	1	1

### **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.
- 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.

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	V	alue	S	r	-	Skills		1 -	now			Essent		Cou	Year/I
A4	A3	A2	A1	<b>B</b> 4	<b>B</b> 3	B2	<b>B</b> 1	A4	A 3	A 2	A 1	ial or option al?	Course name	rse code	evel
✓	~	~	~	~	✓	~	~	~	~	~	~		Business Administratio n 1		
✓	~	~	~	~	~	~	~	~	~	~	~		Marketing Management 1		
$\checkmark$		Statistics 1													
$\checkmark$	$\checkmark$	~	~	✓	$\checkmark$	~	$\checkmark$	~	~	~	~		Financial Accounting 1		Einst
$\checkmark$		Economy 1		First											
$\checkmark$	$\checkmark$	~	✓	~	$\checkmark$	~	✓	~	~	~	~		Arabic language		year
$\checkmark$	$\checkmark$	~	✓	✓	✓	~	✓	~	~	~	~		Headway (Beginner)		
√	~	~	~	~	~	~	~	~	~	~	~		Business Administratio n 2		

												Marketing	
$\checkmark$	Management												
												2	
$\checkmark$	Statistics 2												
$\checkmark$	Financial												
												Accounting 2	
<ul> <li>✓</li> </ul>	Economy 2												
$\checkmark$	✓	$\checkmark$	basicsComputer										
$\checkmark$	rightsHuman												
												and democracy       Marketing	_
$\checkmark$	services 1												
	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	1	✓	$\checkmark$	1	$\checkmark$	/	Marketing	
$\checkmark$	V	V	V	v	V	$\checkmark$	V	V	$\checkmark$	~	$\checkmark$	Supplies	
$\checkmark$	Product												
$\checkmark$	Pricing												
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<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	$\checkmark$	✓	distribution	
$\checkmark$	Promotion												
												Brand	
$\checkmark$	Management and Mental												
												Positioning	
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$\checkmark$	Management												
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-	-		•			•				•	•	(elementary)	
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													Studies 2		
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													Strategies		
$\checkmark$		E-marketing													
													Tourism and		
$\checkmark$		hotel													
												-	marketing		
$\checkmark$		Headway (intermediate)													
	1												(miermediate)		

\*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:<u>Sajaj95@tu.edu.iq</u> M.M. Ahmed Hamid Issa Email:<u>Ahmed.H.24@tu.edu.iq</u>

### 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	
<ol> <li>Expanding students' understanding of topic of marketing.</li> <li>Enhancing students' thinking about importance of marketing in their lives.</li> <li>Providing students with skills that ena them to update their information.</li> <li>About marketing management.</li> </ol>	Strategy

10. Course S	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: التوقيع: اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس فرحان جدي التاريخ: 28/ 1 / 2024 التاريخ: 2024 / 1 /28 دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف التاريخ: 28 مصادقة السبد العمد

# **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	Program
			courses	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

Cred	Credit hours Course name		Course code	Year/Le	vel
<b>practical</b>	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	<b>Firs</b> t	
	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	Secon	
	3	Marketing Services (2)	AEMM23_208	beeon	
	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 resea	rch	AEMM23_302	
	2	consumer behav	ior	AEMM23_303	
	2	Marketing risk management		AEMM23_304	
	2	Headway (pre-intermediate)		AEMM23_305	
2	1	basicsInternet	t	AEMM23_306	
	3	Marketing information	n systems	AEMM23_307	
	2	administrationKnowledg	eMarketing	AEMM23_308	
	2	administrationOrganizatio	nsMarketing	AEMM23_309	
	2	Marketing Quality Ma	nagement	AEMM23_310	
	2	Negotiation manag	ement	AEMM23_311	
	2	ApplicationsStatisticsIn	marketing	AEMM23_312	
	2	Scientific research n	nethods	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		AEMM23_407	Fourt
	3	marketing Contemporary Marketing Studies (2)(		AEMM23_408	
	3	Marketing Strategies		AEMM23_409	
2	1	E-marketing		AEMM23_410	
	2	Tourism and hotel marketing			
	2	Headway (intermediate)		AEMM23_412	
8. Expected	learning outco	mes of the program			
Knowledge	0				
2	ty of the departr	nent's graduates to -	• Providing	leading marketi	ng
		and cognitive skills	-	nt cadres for pu	_
-	and achieve leadership in marketing		-	tor institutions.	
managem	_	C	L		
0					

	- Disseminating marketing knowledg
	all institutions to achieve the
NI •11	aspirations of society.
Skills	
Marketing Management graduates have the	- Developing and supporting the
ability to think, solve problems and manage	spirit of creativity, innovation an
time.	leadership.
	- Creating an open environment for
	cultural and intellectual exchange
Our outputs should be knowledgeable and	- Communicate and interact
skilled in how to accomplish the tasks	constructively with stakeholders.
assigned to them.	
Values	
Adherence to professional ethics and the	- Establishing social and ethical
ability to demonstrate high professional	responsibility.
competence.	- Serving the community and meeting
	requirements.
The student must believe in the principles of	- Integrity and transparency.
integrity and transparency, and have the ability	- Quality.
to apply the concepts of quality management at	
work.	
9. Teaching and learning strategies	
1. Active learning: Encouraging students' activ	e participation in learning processes, suc
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 betwee	n them.
3. Use of Technology: Leveraging technology	to provide interactive learning tools such
computer software and online resources to e	nhance student understanding and
motivation.	-

- 4. Problem-based learning: presenting specific problems and motivating students to thir k 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.
- Promote thinkingMarketingEncourage students to develop theskillsMarketing 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, profession al and academic development can be evaluated during their participation in the faculty mentoring program.

# **11. Faculty**

# **Faculty members**

ulty	Requirements/Skills	Speciali	ization		
ration	(if any)			Academic Rar	k
angel		private	general		
angel		Financial	business	Asst. Prof. Dr. Firas	
		management	management	Farhan Jadi Safar	
angel		davalonment	business	A.M. Mai Hamoudi	
		development	management	Abdullah Jassim	
angel		Human	business	Dr. Thaer Jassim	
		Resources	management	Mohammed Aftan	
angel		Organizational	business	Dr. Firas Hassan Ra	hid
		theory	management	Salman	
angel			business	M.M. Mohammed	
			management	Hamid Nayef Hamid	
angel		Entropyonounghin	business	Mr. Musa Hamad	
		Entrepreneursmp	management	Mohammed Shihan	
angel			business	Mr. Ahmed Hamid I	ssa
			management	Jassim	
angel			business	Mr. Marwan Hussei	L
			management	Abdul Farhan	
angel		markating	business	M. Saad Ajaj Khala	
		marketing	management	Jameel	
angel		Financial	business	M.M Hanan	
			management	Mohammed Ibrahin	
		management		Jassim	
	ration angel angel angel angel angel angel angel angel angel angel	ration       (if any)         angel	ration(if any)angelprivateangelFinancial managementangeldevelopmentangelHuman ResourcesangelOrganizational theoryangelDrivateangelImage (Component)angelImage (Component)ange (Component)Image (Component)Image (Component)Image (Component) <td>ration (if any) angel private general angel Financial business management business management angel development business management angel Human business management angel Organizational business management angel business management business manageme</td> <td>ration(if any)Academic RarangelprivategeneralangelFinancialbusinessAsst. Prof. Dr. FirasangelGevelopmentmanagementFarhan Jadi SafarangeldevelopmentbusinessA.M. Mai HamoudiangelHumanbusinessDr. Thaer JassimangelHumanbusinessDr. Thaer JassimangelOrganizationalbusinessDr. Firas Hassan RaangelOrganizationalbusinessSalmanangelBentrepreneurshipM.M. MohammedangelEntrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBusinessMr. Aurwan HusseiangelBusinessMr. Ahmed Hamid IangelBusinessMr. Marwan HusseiangelBusinessMr. Marwan HusseiangelBusinessM. Saad Ajaj KhalaangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananBusinessM.M. HananBusinessM.M. Hanan<!--</td--></td>	ration (if any) angel private general angel Financial business management business management angel development business management angel Human business management angel Organizational business management angel business management business manageme	ration(if any)Academic RarangelprivategeneralangelFinancialbusinessAsst. Prof. Dr. FirasangelGevelopmentmanagementFarhan Jadi SafarangeldevelopmentbusinessA.M. Mai HamoudiangelHumanbusinessDr. Thaer JassimangelHumanbusinessDr. Thaer JassimangelOrganizationalbusinessDr. Firas Hassan RaangelOrganizationalbusinessSalmanangelBentrepreneurshipM.M. MohammedangelEntrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBentrepreneurshipMr. Musa HamadangelBusinessMr. Aurwan HusseiangelBusinessMr. Ahmed Hamid IangelBusinessMr. Marwan HusseiangelBusinessMr. Marwan HusseiangelBusinessM. Saad Ajaj KhalaangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananangelBusinessM.M. HananBusinessM.M. HananBusinessM.M. Hanan </td

**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.
- 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.

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		gram	the prog	of	mes	itco	ng oi	earni	red le	Requi	F				
u Ye	Cou	~	Essent	Knowledge			Kı	S	Skills			S	'alues	V	
e ev	rse code	Course name	ial or option al?	A 1	A 2	A 3	A4	B1	B2	B3	<b>B4</b>	A1	A2	A3	A4
		Business Administratio n 1		✓	~	~	~	✓	~	✓	~	✓	~	✓	✓
		Marketing Management 1		~	~	~	~	$\checkmark$	~	~	~	✓	~	~	✓
		Statistics 1		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Financial Accounting 1		✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	✓	✓	✓	✓	✓
		Economy 1		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Arabic		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓
		language Headway		· ✓	• •	• •	<ul> <li>✓</li> </ul>	• ✓	<ul> <li>✓</li> </ul>	•	• •	<ul> <li>✓</li> </ul>	<ul> <li>✓</li> </ul>	· ✓	• √
— Fi ye		(Beginner) Business Administratio n 2		✓	✓	✓	✓	✓	~	✓	✓	✓	~	✓	✓
		Marketing Management 2		✓	~	~	✓	✓	~	✓	~	✓	~	~	✓
$\neg$		Statistics 2		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓
		Financial Accounting 2		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Economy 2		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓
		basicsComputer		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		rightsHuman and democracy		✓	✓	✓	✓	$\checkmark$	~	$\checkmark$	✓	✓	✓	✓	✓
		Marketing services 1		✓	✓	✓	✓	$\checkmark$	✓	✓	✓	✓	✓	✓	✓
		Marketing Supplies		$\checkmark$	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	~	$\checkmark$	✓	$\checkmark$	$\checkmark$
		Product		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Pricing		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Strategic management		✓	✓	✓	✓	$\checkmark$	~	$\checkmark$	✓	$\checkmark$	✓	✓	✓
		Quantitative methods in marketing		~	~	~	~	✓	~	✓	~	~	~	~	✓
		Office applicationsP ower Point Word &		✓	✓	✓	✓	✓	~	✓	✓	✓	~	✓	√
		Marketing services 2		✓	✓	✓	✓	$\checkmark$	✓	✓	✓	✓	✓	✓	✓
1		distribution		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Promotion		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$

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✓	$\checkmark$	✓	✓	✓	$\checkmark$	✓	✓	✓	$\checkmark$	✓	✓	Agricultural
~	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Pharmaceutica 1 Marketing
✓	✓	✓	✓	✓	✓	~	✓	~	~	✓	✓	Sports Marketing
~	~	~	~	~	~	~	~	~	~	~	~	Social and ethical responsibility of marketing
~	~	~	~	~	~	~	~	~	~	~	~	Contemporary Marketing Studies 2
✓	~	~	~	~	~	✓	~	~	✓	✓	~	Marketing Strategies
$\checkmark$	~	~	$\checkmark$	$\checkmark$	E-marketing							
~	~	~	~	~	~	~	~	~	~	~	~	Tourism and hotel marketing
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	~	$\checkmark$	$\checkmark$	$\checkmark$	~	~	✓	Headway (intermediate)

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

# **Course Description Form**

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

	J						
provid compr the bas statistic beStud 2- The co- clarify unders with th the vit concep compe organi the fiel 3- Analyz inform statistic 4- Under mathe 5- The st and co- the law founda 6- Increa ability mathe 7- The st solve o topic.	ses the stude to think matically and udent becom juestions rela	ith a rview of n it. ns to ms and eanings, iewing se ng ority for ating in S l accurate tract epts o deduce derstand aatical nt's l logically es able to ited to the		Subj	ject objectives	S	
<ul> <li>9. Teaching</li> <li>• Use the </li> <li>• DutiesHo</li> </ul>	board.		gies				
<ul> <li>Try to in tasks and out their</li> <li>Blended</li> <li>Using vis</li> </ul>	vestigate so l problems causes learning	to find ation			Strategy		
10. Course		,					
Evaluatio	Learnin	Name of	the	Doguined les	rning	Watche	The
n method	g method	unit or to		Required lea outcomes	uning	s	r ne wee k

Follow up on	theoryAnd	Skewness and	Introducing the student to the	3	1
homework and formulate three questions onleast And do a quick test (coz)	practical examples	flatness measures	measures of torsion, measures of flatness, and what moments are. And apply it using the system spss		
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	Theory and	Hypothesis testing	Providing students with	3	9
homework	practical		information about the steps of		
and formulate	examples		hypothesis testing,		
three questions			determining the type of		
onleast			population distribution,		
And do a			whether it is a normal		
quick test			distribution or a binomial		
(coz)			distribution, testing averages,		
			and testing proportions.		
Follow up on	theoryAnd	chi-square	Providing students with	3	10
homework and formulate	practical	distribution	information about estimating		
three	examples		the population variance		
questions			interval, testing the population		
onleast			variance, and tests related to		
And do a			the equality of several		
quick test (coz)			variances.		
Follow up on	theoryAnd	binomial	Providing students with	3	11
homework	practical	distribution ratio	information about the		
and formulate	examples	test	binomial distribution ratio test		
three			and a test about several		
questions onleast			binomial distribution ratios.		
And do a					
quick test					
(coz)					
Follow up on	theoryAnd	Good agreement	Introducing students to the	3	12
homework	practical	test and	Good Conformity Test and its		
and formulate	examples	testRIndependenc	implementation.RIndependen		
three questions		e between two	ce between two variables and		
onleast		variables and the	the test of association		
And do a		test of association			
quick test					
(coz)	the curry A and	1: a4	Internal water a star day 4 4 41	3	13
Follow up on homework	theoryAnd practical	distributionF	Introducing students to the	3	15
and formulate	examples		concept of estimating the interval of the ratio between		
three			interval of the ratio between two variances.		
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onleast					
And do a					
quick test					
(coz) Follow up on	theoryAnd	Hypothesis	Introducing students and	3	14
homework	practical	testTOn the	providing them with		
and formulate	examples	equality of several	knowledgeHypothesis testTOn		
three		arithmetic means	the equality of several		
questions		ar mene means	arithmetic means		
onleast					
And do a					
quick test (coz)					
	theoryAnd	Statistical system	Teaching students how to	3	15
Follow up on		-			
	practical examples	applicationsSPSS	conduct statistical tests using the statistical systemSPSS		

questions onleast And do a quick test (coz)					
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#### **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

Linu of course exam 70 points	
12. Learning and teaching resources	
Statistics Book, Mahmoud Hassan Al-	Required textbooks (methodology if any)
Mashhadani and Amir Hanna	
Hormuz, University of Baghdad 1989.	
<b>Applied Statistics: An Analytical</b>	
Approach UsingSPSS :2013, First	
Edition,	
Statistics of Money and Business,	Main References (Sources)
Kamal Alwan Khalaf Al-Mashhadani,	
Muhammad Nadhir Al-Shammari,	
2012. Introduction to Statistics: Dr.	
Khasha Mahmoud Al-Rawis, year of	
authorship 2000, second edition.	
<b>Book Statistics Composition Dr.</b>	Recommended supporting books and
Ahmed Abdul Samee Medical,	references (scientific journals, reports)
2008,T1,house the beginning,Oman.	
Locations that Special science Statistics	Electronic references, websites
And programs Statistics	
https://www.Stastistics.com	

### **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: ( التوقيع: اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس فرحان جدي

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

دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف التوقيع المدرس لمساعد مشرير شعبة ضمان الجورة التاريخ: 28 / 1 / 2024

مصادقة السبد العمد

### **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 S	tructure			
comments	percentage	Study unit	Number of	Program
			courses	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

Cred	lit hours	Course name	Course code	Year/Le
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	Secon
	3	Marketing Services (2)	AEMM23_208	Secon
	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

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1         3         2         2         2         2         2         2         2         2         2         2         3	basicsInternet Marketing information administrationKnowledge administrationOrganization Marketing Quality Mar Negotiation manage ApplicationsStatisticsIn Scientific research m	a systems eMarketing nsMarketing nagement ement marketing	AEMM23_306         AEMM23_307         AEMM23_308         AEMM23_309         AEMM23_310         AEMM23_311		
3       2       2       2       2       2       2       2       2       3	Marketing information administrationKnowledge administrationOrganization Marketing Quality Mar Negotiation manage ApplicationsStatisticsIn Scientific research m	a systems eMarketing nsMarketing magement ement marketing	AEMM23_307         AEMM23_308         AEMM23_309         AEMM23_310         AEMM23_311		
2 2 2 2 2 2 2 2 3	administrationKnowledge administrationOrganization Marketing Quality Mar Negotiation manage ApplicationsStatisticsIn Scientific research m	eMarketing nsMarketing nagement ement marketing	AEMM23_308           AEMM23_309           AEMM23_310           AEMM23_311		
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2 3	Scientific research m		AEMM23_312		
3		othoda			
		Scientific research methods			
_	Customer Relationship M	AEMM23_401			
3	Contemporary Marketing	AEMM23_402			
1	Marketing databa	AEMM23_403			
2	Agricultural Marke	AEMM23_404			
2	AEMM23_405				
2	Sports Marketin	ng	AEMM23_406		
2	Social and ethical respor marketing	nsibility of	AEMM23_407	Fourt	
3	Contemporary Marketing	Studies (2)(	AEMM23_408		
3	Marketing Strateg	gies	AEMM23_409		
1	E-marketing		AEMM23_410		
2	Tourism and hotel ma	AEMM23_411			
2	Headway (intermed	AEMM23_412			
arning outco	mes of the program				
of the departr	nent's graduates to -	Providing	leading marketing	ng	
ir marketing a	and cognitive skills	manageme	nt cadres for pu	blic and	
e leadership in	marketing	private sec	tor institutions.		
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	2         2         3         3         1         2         2         arning outco         of the department         ir marketing a         leadership ir	2       Pharmaceutical Mar         2       Sports Marketin         2       Social and ethical respondent of the department's graduates to arranketing and cognitive skills leadership in marketing	2Pharmaceutical Marketing2Sports Marketing2Social and ethical responsibility of marketing3Contemporary Marketing Studies (2)(3Marketing Strategies1E-marketing2Tourism and hotel marketing2Headway (intermediate)arning outcomes of the programof the department's graduates to ir marketing and cognitive skills leadership in marketing- Providing I manageme private sec	2Pharmaceutical MarketingAEMM23_4052Sports MarketingAEMM23_4062Social and ethical responsibility of marketingAEMM23_4073Contemporary Marketing Studies (2)( Marketing StrategiesAEMM23_4083Marketing StrategiesAEMM23_4091E-marketing Tourism and hotel marketingAEMM23_4102Tourism and hotel marketing Marketing Strategiate)AEMM23_4112Headway (intermediate)AEMM23_412arning outcomes of the program-Providing leading marketing management cadres for pu private sector institutions.	

	- Disseminating marketing knowledg
	all institutions to achieve the
	aspirations of society.
Skills	
Marketing Management graduates have the	- Developing and supporting the
ability to think, solve problems and manage	spirit of creativity, innovation an
time.	leadership.
	- Creating an open environment for
	cultural and intellectual exchange
Our outputs should be knowledgeable and	- Communicate and interact
skilled in how to accomplish the tasks	constructively with stakeholders.
assigned to them.	
alues	1
Adherence to professional ethics and the	- Establishing social and ethical
ability to demonstrate high professional	responsibility.
competence.	- Serving the community and meeting
	requirements.
The student must believe in the principles of	- Integrity and transparency.
integrity and transparency, and have the ability	- Quality.
to apply the concepts of quality management at	
work.	
. Teaching and learning strategies	
1. Active learning: Encouraging students' activ	e participation in learning processes, suc
as discussions, group activities, and problem	a 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 betwee	n them.
3. Use of Technology: Leveraging technology	to provide interactive learning tools such
computer software and online resources to e	nhance student understanding and
motivation.	

- 4. Problem-based learning: presenting specific problems and motivating students to thir k 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.
- Promote thinkingMarketingEncourage students to develop theskillsMarketing 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.
- 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.
- Practical Performance Evaluation: Students can be evaluated in practical performanc 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, profession al and academic development can be evaluated during their participation in the faculty mentoring program.

# **11. Faculty**

# **Faculty members**

		ization	Speciali	Requirements/Skills	ulty	Fac
c Rar	Academic Ra			(if any)	ration	prepa
		general	private		angel	lecturer
Firas	Asst. Prof. Dr. Firas	business	Financial		angel	
far	Farhan Jadi Safar	management	management			
noudi	A.M. Mai Hamoud	business	development		angel	
im	Abdullah Jassim	management	development			
sim	Dr. Thaer Jassim	business	Human		angel	
ftan	Mohammed Aftan	management	Resources			
an Ra	Dr. Firas Hassan F	business	Organizational		angel	
	Salman	management	theory			
med	M.M. Mohammed	business			angel	
Hamic	Hamid Nayef Ham	management				
nad	Mr. Musa Hamad	business	Entrepreneurship		angel	
hihan	Mohammed Shiha	management	Entrepreneursmp			
amid l	Mr. Ahmed Hamid	business			angel	
	Jassim	management				
Hussei	Mr. Marwan Huss	business			angel	
	Abdul Farhan	management				
Khalai	M. Saad Ajaj Khal	business	marketing		angel	
	Jameel	management	marketing			
	M.M Hanan	business	Financial		angel	
orahin	Mohammed Ibrah	management				
	Jassim		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 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.

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		Financial Accounting 1		✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	✓	✓	✓	✓	✓
		Economy 1		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
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		Marketing Management 2		✓	~	~	~	✓	~	✓	~	✓	~	~	✓
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		Financial Accounting 2		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Economy 2		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓
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		rightsHuman and democracy		✓	✓	✓	✓	$\checkmark$	~	$\checkmark$	✓	✓	✓	✓	✓
		Marketing services 1		✓	✓	✓	✓	$\checkmark$	✓	✓	✓	✓	✓	✓	✓
		Marketing Supplies		$\checkmark$	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	~	$\checkmark$	✓	$\checkmark$	$\checkmark$
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✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓	✓	$\checkmark$	✓	✓	✓	✓	Sports Marketing
~	~	~	~	~	~	~	~	~	~	~	~	Social and ethical responsibility of marketing
~	~	~	~	~	~	~	~	~	~	~	~	Contemporary Marketing Studies 2
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓	$\checkmark$		$\checkmark$	✓	$\checkmark$	$\checkmark$	✓	Marketing Strategies
$\checkmark$	<b>√</b>	$\checkmark$	$\checkmark$		$\checkmark$	E-marketing						
~	~	~	~	~	~	~	~	~	~	~	~	Tourism and hotel marketing
$\checkmark$	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	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 th	ne course su	ıpervisor (if more th	an one name is ment	ioned)				
A.M. Afaq Dl	nnoon Ibrah	im Email: <u>afaaqalbadr</u>	ri@tu.edu.iq					
8. Course objectives								
trade discount 2- Knowledge papers, bills o 3- How to cor errors using co methods 4- Knowing h adjustments a	ts e of dealing of exchange rect uninten onventional low to condu nd prepare f	with commercial and checks. ntional accounting accounting	Subject objectives					
9. Teaching a	ind learning	g strategies						
manner relate attract the stud without strayi the topic is to understandabl 2-Assigning the activities and 3-Allocate a p assignments a	d to the real dent to the le ng away fro make the le le and analy he student so duties. percentage o and tests.	ity of daily life to ecture topic om it.onThe core of ecture flexible, zable.	Strategy					
<b>10. Course St</b>		Name of the unit	Descripted loopming	Watchog	The			
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	y preparation a lecture Accounting for comment and written t papers (Payment papers)		<b>^</b>	3	the second			
Daily preparation oral and written t	a lecture	Accounting for non-cur assets - Acquisition costs and purchase expenses						
Daily preparation oral and written t	a lecture	Sale and replacement of n current assets	Knowing the methods of selling non-current assets a	3	Fourth			

Daily preparation oral and written t		Accounting for the impairment of non-curren assets	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 correct accounting errors	3	The eighth
Daily preparation oral and written t		Accounting error hand party And correct it	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		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 up trading account and set it correctly List and disclosure		twelfth
Daily preparation oral and written t		profit and loss account	Knowing how to prepar profit and loss account And prepare it in a list reveal List or disclosure		thirteenth
Daily preparation oral and written t	a lecture	Income Statement	Knowledge of preparing an organizing the income statement, income stateme		fourteenth
Daily preparation oral and written t	a lecture	Financial Center List	Knowledge of preparing an 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,	Required textbooks (methodology if any)
(10th, E.D., John Wiley & Sons, 2012)	
Al-Hayali and Al-Kasb, Saddam Mohammed, Ali	Main References (Sources)
Ibrahim, Principles of Accounting 2017, Tikrit	
University, Iraq.	

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: 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: ٢ التوقيع: اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس فرحان جدي التاريخ: 28 / 1 /28 التاريخ: 2024 / 1 /28

دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م. خلدون عبدالله خلف التوقيع ... المدرس لمساعد متريز شعبة صماد التاريخ: 28 / 1 /24

### **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
practica l	theoretical			
	3	Business Administration 1	AEMM23_10 1	
	3	Marketing Management 1	AEMM23_10 2	
2	1	Statistics 1	AEMM23_10 3	
2	1	Financial Accounting 1	AEMM23_10 4	
2	1	Economy 1	AEMM23_10 5	
	2	Arabic language	AEMM23_10 6	First
	3	Headway (Beginner)	AEMM23_10 7	
	3	Business Administration 2	AEMM23_10 8	
	3	Marketing Management 2	AEMM23_10 9	
2 1		Statistics 2	AEMM23_11 0	
2	1	Financial Accounting 2	AEMM23_11 1	
2	1	Economy 2	AEMM23_11 2	
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	XEMM23_306	
	3	Marketing information systems	AEMM23_307	Third	
	2	administrationKnowledgeMarketing	AEMM23_308		
	2	administrationOrganizationsMarketin g	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	<b>F</b> arra 4	
	3	Contemporary Marketing Studies (1)	AEMM23_402	Fourth	

,	2	1	Marketing dat	abases	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 Marketi	-	AEMM23_408	
		3	Marketing Stra	ategies	AEMM23_409	
,	2	1	E-marketi	ng	AEMM23_410	
		2	Tourism and hotel	marketing	AEMM23_411	
		2	Headway (inter	mediate)	AEMM23_412	
. Ex	pected	l learning out	tcomes of the progra	m		
nov	- vledge	<u> </u>				
		•	rtment's graduates	- Providing leading marketing		
		-	ting and cognitive	management cadres for public and		
sk	ills and	d achieve lead	lership in marketing	private sector institutions.		
ma	management.			<ul> <li>Disseminating marketing knowledge in all institutions to</li> </ul>		
				achieve th	he aspirations	of society.
kills	5					
M	Marketing Management graduates have			- Devel	oping and sup	porting the
the	e abilit	ty to think, sol	ve problems and	spirit o	of creativity, in	nnovation
ma	anage	time.		and leadership.		
				- Creating an open environment		
				for cultural and intellectual		
				exchai	nge.	
Oı	Our outputs should be knowledgeable and			- Communicate and interact		
sk	skilled in how to accomplish the tasks			construct	ively with stak	eholders.
ass	signed	to them.				
alue	es					

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

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.

understanding of mathematical concepts.

- 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.
- Promote thinkingMarketingEncourage students to develop theskillsMarketing 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/Ski lls (if any)	Specialization		Academic Rank
lecture r	angel		private	general	
	angel		Financial	business	Asst. Prof. Dr. Firas

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

						]	Prog	ram	Ski	lls (	Cha	rt			
				ŀ	Requi	red l	earni	ng o	utco	mes	s of	the prog	gram		
	Ι	/alue	S			Skill	S	K	now	ledg	ge	Essent	~	Cou	Year/L
A4	A3	A2	A1	<b>B4</b>	B3	B2	B1	A4	A 3	A 2	A 1	ial or option al?	Course name	rse code	evel
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v	v	v	v	v	v	v	v	v	v	v	•	and democracy
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												Supplies
<ul> <li>✓</li> </ul>	✓	$\checkmark$	✓	<ul> <li>✓</li> </ul>	✓	<ul> <li>✓</li> </ul>	✓	✓	✓	✓	✓	Product
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												Marketing d
$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	services 2 year
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$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓	$\checkmark$	$\checkmark$	Promotion
	-	-	-	-	-		-	-	-	•	-	Brand
												Management
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		1						1			1	Office
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												(pre-

												intermediate)	
$\checkmark$	~	~	$\checkmark$	$\checkmark$	Internet								
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												Management	
$\checkmark$	Negotiation												
												management	
$\checkmark$	Statistical												
V	v	v	v	v	v	v	v	•	•	v	v	applications in marketing	
												Scientific	
$\checkmark$	research												
v	v	v	v	v	v	v	v	v	×	v	v	methods	
									-			Customer	
$\checkmark$	Relationship												
-		-	-	-	-	-					-	Management	
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v	v	•	•	•	•	×	v	•	•	•	•		ourt
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$\checkmark$	Marketing												
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												marketing	
$\checkmark$	Headway (intermediate)												
									I			(intermediate)	

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

#### **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

	This strategy can include sr	nall group discussion.					
<b>U.</b>	Interactive learning using in tasks that encourage active						
6	_	toractive activities and					
	management.						
	within the field of economic	-					
•	display screen to solve mat						
5.	UseCalculator and advance						
	related to management scie	-					
	requireUnderstanding econ						
7.	andParticipation in applied		Strategy				
4.	TheDripProject ManagerA						
	problems.Economic and ad						
5.	together in small groups to						
3.	Collaborative learningFor s	- 0					
	how to make decisions.App	,					
	analyze data, And they conc						
	a sound and scientific way.						
2.	They can learn and underst						
	conceptsEconomyIn realist						
1.	Student educationCase studiestheAcademictheReal	to annly					
	Teaching and learning	strategies					
0	Toophing and looming	atuatagias					
	Understanding the positive developing the aspects of life.	effects of economics in					
	recipient to solve the problen	0					
	the interconnection between	0					
• ]	Employing economics in m	anagement science and					

Evaluation	Lear	Unit or topic	Required learning	Watc	The
method	ning meth od	name	outcomes	hes	week
Daily, weekly and monthly exams and daily activity andFollow up on assignments and duties	theore tical	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-	theore tical	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	thirteent 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	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	Required Textbooks							
Mahdi Al-Hasnawi/University of								
Baghdad								
Principles of Economics-Prof. Dr. Alaa	Main References							
Shafiq Al-Rawi								
A number of other textbooks in								
economics								
A number of specialized journals in	Supporting books and references							
economics and related university theses								
and dissertations								
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: التوقيع: اسم رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس فرحان جدي التاريخ: 28/ 1 /28 التاريخ: 2024 / 1 /28

دقق الملف من قبل : شعبة ضمان الجودة والأداء الجامعي سم مدير شعبة ضمان الجودة والأداء الجامعي: م.م.خلدون عبدالله خلف التاريخ: 28

صادقة السبد 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	Program					
			courses	Structure					
	9.4%	14	6	Institutional					
				Requirements					
	18%	27	10	College					
				Requirements					
	72.6%	109	40	Department					
				Requirements					

				Summer training		
				Other		
lotes may ir	clude whether th	e course is basic or optio	nal.			Į
7. Program	Description / M	Iarketing Management	Department (	Curricul	um	
-	dit hours	Course name	-	se code	Year/L	ev
<b>practical</b>	theoretical					
•	3	Business Administratio	on 1 AEMN	<u>/123_101</u>		
	3	Marketing Managemen		<u>/123_102</u>		
2	1	Statistics 1		<u>/123_103</u>		
2	1	Financial Accounting		<u>/123_104</u>		
2	1	Economy 1				
	2	Arabic language	AEMN	<u>/123_106</u>		
	3	Headway (Beginner)	) AEMN	<mark>//23_107</mark>	Firs	t
	3	Business Administratio	on 2 AEMN	<mark>/123_108</mark>		
	3	Marketing Managemer	nt 2 AEMN	<mark>/123_109</mark>		
2	1	Statistics 2	AEMN	<mark>/123_110</mark>		
2	1	Financial Accounting	2 AEMN	<mark>/123_111</mark>		
2	1	Economy 2	AEMN	<mark>//23_112</mark>		
2	1	Computer Basics	AEMN	<mark>/123_113</mark>		
	2	Human rights and demo	cracy AEMN	<mark>//23_114</mark>		
	3	Marketing Services (	1) AEMI	M23_201		
	3	Marketing Supplies	AEMI	M23_202		
	2	Product	AEMN	M23_203		
	2	Pricing	AEM	M23_204		
	2	Strategic managemer	nt AEMI	M23_205		
2	1	Quantitative methods in ma			Secor	ıd
2	1	Office applicationsPower Word &	Point			
	3	Marketing Services (2	2) AEMN	V123_208		
	2	distribution				
	2	Promotion	AFM	M23_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 Strat	egie	S	AEMM23_409		
2	1	E-marketin	g		AEMM23_410	-	
	2	Tourism and hotel r	nark	eting	AEMM23_411	-	
	2	Headway (interm	edia	te)	AEMM23_412	-	
8. Expected	learning outcome	es of the program					
Knowledge							
- The abili	ty of the department	nt's graduates to	-	Providi	ng leading mar	keting	
develop t	heir marketing and	l cognitive skills		manage	ement cadres fo	r public and	
and achie	eve leadership in m	narketing		private	sector institution	ons.	
managem	nent.		-	Dissem	inating market	ing	
				knowle	dge in all instit	utions to	
			achieve the aspirations of society.				
Skills			1				
- Marketin	g Management gra	aduates have the	- Developing and supporting the				
ability to	think, solve proble	ems and manage	spirit of creativity, innovation				
time.				and	leadership.		
			- Creating an open environment				
			for cultural and intellectual				
			exchange.				
- Our outp	uts should be know	vledgeable and	- Communicate and interact				
skilled in	how to accomplis	h the tasks	constructively with stakeholders.				
assigned	to them.						
Values							
- Adherend	ce to professional e	ethics and the	-	Establis	shing social and	d ethical	
ability to	demonstrate high	professional		respons	sibility.		
competer	nce.		-	Serving	g the communit	y and	
				meeting	g its requiremen	nts.	
- The stude	ent must believe in	the principles of	- Integrity and transparency.				
integrity a	and transparency, a	nd have the ability	-	Quality	•		
	he concepts of qual	lity management at					
work.							

#### 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.
- Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.
- 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 members											
Facı	ulty	Requirements/Skills	Specializ	ation							
prepar	ration	(if any)			Academic Rank						
lecturer	angel		private	general							
	angel		<b>Financial</b>	<b>business</b>	Asst. Prof. Dr. Firas						
			management	management	<mark>Farhan Jadi Safar</mark>						
	angel		development	business	A.M. Mai Hamoudi						
			development	management	Abdullah Jassim						
	angel		Human	business	Dr. Thaer Jassim						
			Resources	management	Mohammed Aftan						
	angel		Organizational	business	Dr. Firas Hassan						
			theory	management	Rashid Salman						
	angel		marketing	business	M. Saad Ajaj Khalaf						
			liiai Keting	management	Jameel						
	angel			business	M.M. Mohammed						
				management	Hamid Nayef Hamid						

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

							Prog								
				F	Requi	red l	earni	ng o	utco	mes	s of	the prog	gram		
	V	/alue	S			Skills	5	K	now	ledg	ge	Essent	q	Cou	Year/L
A4	A3	A2	A1	B4	B3	B2	B1	A4	A 3	A 2	A 1	ial or option al?	Course name	rse code	evel
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✓	~	~	~	~	✓	~	~	~	~	~	$\checkmark$		Marketing Management 1		
$\checkmark$		Statistics 1													
$\checkmark$	~	~	✓	~	✓	✓	✓	~	~	~	✓		Financial Accounting 1		
$\checkmark$		Economy 1													
✓	~	✓	✓	✓	✓	~	~	~	~	~	✓		Arabic language		
✓	~	✓	✓	✓	✓	~	~	~	~	~	✓		Headway (Beginner)		<b>T</b> ' (
✓	~	~	~	~	✓	~	✓	~	~	~	~		Business Administratio n 2		First year
✓	~	~	~	~	~	~	~	~	~	~	~		Marketing Management 2		
$\checkmark$		Statistics 2													
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$\checkmark$		Economy 2		]											
$\checkmark$		basicsComputer													
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$\checkmark$	Marketing												
•	•	•	•	•	•	•	•	•	•	•	•	Supplies	
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$\checkmark$	Pricing												
	./	./	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	Strategic	
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												Quantitative	
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												ower Point	
												Word & Seco	on
$\checkmark$	Marketing services2												
$\checkmark$	distribution yea	ar											
▼ ✓	▼ ✓	▼ ✓	▼ ✓	▼ ✓	▼ ✓	▼ √	▼ ✓	▼ ✓	▼ √	▼ √	▼ ✓	Promotion	
v	•	v	•	v	v	v	•	•	v	•	v	Brand	
												Management	
$\checkmark$	and Mental												
												Positioning	
												Sales	
✓	$\checkmark$	Management											
$\checkmark$		$\checkmark$	$\checkmark$	✓	$\checkmark$	Headway							
v	v	v	v	v	v	v	v	v	v	v	v	(elementary)	
											,	Office	
$\checkmark$	applicationsE												
												xcel	
$\checkmark$	Global												
												Marketing           Marketing	
$\checkmark$	research												
												consumer	
$\checkmark$	behavior												
												Marketing	
$\checkmark$	risk												
												management	
												Headway	
$\checkmark$	(pre-	rd											
												intermediate)	
$\checkmark$	Internet												
												Basics	
$\checkmark$	Marketing information												
		•		•	•	-					•	systems	
												Marketing	
$\checkmark$	knowledge												
												management	
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												Management	

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			-	-		-						(intermed	liate)	

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

**Course Description Form** 

#### **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 identify technical and means to 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.

3 2 1 1 1 2 2 1 1 1 2 2 1 1 2 2 1 1 2 2 1 1 1 2 2 1 1 1 1 1 2 2 1	<ul> <li>interpretation.</li> <li>3- The student must be able to speak and write in an effective scientific, technical, administrative and marketing style in Arabic and English.</li> <li>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.</li> </ul>
environment from pollution from waste (curbing the negative effects of human participation).	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
and technical standards, to estimate market to needs, to apply the concepts of international to specifications in the field of quality at work, and to acquire information and communications technology skills.	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 concerts in scientific and technical

discussion	theoretical	Identify the	Learn about	2	the first
		historical roots of	computer		
		the computer,	components		
		enter the most			
		important			
		functions			
		performed by the			
		computer, and			
		give special			
		importance to			
		diving into the			
		triangle of			
		electronic data			
		processing.			
			cone	2	the second
discussion	Theoretical/Applied	Learn about	Numerical	2	the third
		number systems	systems		
		and how to			
		convert them			
		from one system			
		to another			
discussion	Theoretical/Applied	Learn about the	Operating	2	Fourth
		operating system	System		
		in general, and			
		dive deeply into			
		the Microsoft			
		Windows			
		operating			
		system.XP in			
		depth.			
Written			Written exam	2	Fifth
exam					
discussion	Theoretical/Applied	A historical	Internet and	2	Sixth
uiscussion		overview of the	networks	4	
		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)			
discussion	Theoretical/Applied	Learn about	Programming	2	Seventh
u15CU551011		programming,	- · ver anning	4	Seventin
		the most			
		important			
		programming			

		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	Viruses and computer maintenance	2	Ninth
		protection.What are virusesand how can youknow if yourcomputer isinfected with avirus and howcan you preventit?	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.

<ul><li>♦ (5) Report grades and homework.</li></ul>								
♦ (5) Daily grades, assignments	s and oral exam.							
(70) Final exam score.								
12. Learning and teaching resource	es							
Computer books in general, and	Required textbooks (methodology if any)							
computer and internet basics (Ziad								
Muhammad Abbud) in particular.								
All books related to computer	Main References (Sources)							
science, computer basics and the								
Internet (Ziad Muhammad Abbud)								
in particular.								
Computer Basics (Tariq Al-	Recommended supporting books and							
Nasouri)	references (scientific journals, reports)							
Computer and Software Basics (Al-								
Khader Ali Al-Khader Researcher)								
Reputable Arabic and foreign								
magazines.								
Computer Basics (Tariq Al-	Electronic references, websites							
Nasouri), a group of solid 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 رئيس القسم: ١.م.د. فراس اسم المعاون العلمي: ١.م.د. أشرف هاشم فارس 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 التدة م التوقيع التاريخ: 17/ 9 / 2023



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

				Summer training		
				Other		
lotes may ir	clude whether th	e course is basic or optio	nal.			Į
7. Program	Description / M	Iarketing Management	Department (	Curricul	um	
-	dit hours	Course name	-	rse code Year/Lev		
<b>practical</b>	theoretical					
•	3	Business Administratio	on 1 AEMN	<u>/123_101</u>		
	3	Marketing Managemen		<u>/123_102</u>		
2	1	Statistics 1		<u>/123_103</u>		
2	1	Financial Accounting		<u>/123_104</u>		
2	1	Economy 1				
	2	Arabic language	AEMN	<u>/123_106</u>		
	3	Headway (Beginner)	) AEMN	<mark>//23_107</mark>	Firs	t
	3	Business Administratio	on 2 AEMN	<mark>/123_108</mark>		
	3	Marketing Managemer	nt 2 AEMN	<mark>/123_109</mark>		
2	1	Statistics 2	AEMN	<mark>/123_110</mark>		
2	1	Financial Accounting	2 AEMN	<mark>/123_111</mark>		
2	1	Economy 2	AEMN	<mark>//23_112</mark>		
2	1	Computer Basics	AEMN	<mark>/123_113</mark>		
	2	Human rights and demo	cracy AEMN	<mark>//23_114</mark>		
	3	Marketing Services (	1) AEMI	M23_201		
	3	Marketing Supplies	AEMI	M23_202		
	2	Product	AEMN	M23_203		
	2	Pricing	AEM	M23_204		
	2	Strategic managemer	nt AEMI	M23_205		
2	1	Quantitative methods in ma			Secor	ıd
2	1	Office applicationsPower Word &	Point			
	3	Marketing Services (2	2) AEMN	V123_208		
	2	distribution				
	2	Promotion	AFM	M23_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 Strat	egie	S	AEMM23_409						
2	1	E-marketin	g		AEMM23_410	-					
	2	Tourism and hotel r	nark	eting	AEMM23_411	-					
	2	Headway (interm	edia	te)	AEMM23_412	-					
8. Expected	learning outcome	es of the program									
Knowledge	Knowledge										
- The abili	ty of the department	nt's graduates to	-	Providi	ng leading mar	keting					
develop t	heir marketing and	l cognitive skills		manage	ement cadres fo	r public and					
and achie	eve leadership in m	narketing		private	sector institution	ons.					
managem	nent.		-	Dissem	inating market	ing					
				knowle	dge in all instit	utions to					
				achieve	e the aspirations	s of society.					
Skills											
- Marketin	g Management gra	aduates have the	- Developing and supporting the								
ability to	think, solve proble	ems and manage	spirit of creativity, innovation								
time.			and leadership.								
			- Creating an open environment								
			for cultural and intellectual								
			exchange.								
- Our outp	uts should be know	vledgeable and	- Communicate and interact								
skilled in	how to accomplis	h the tasks	constructively with stakeholders.								
assigned	to them.										
Values											
- Adherend	ce to professional e	ethics and the	-	Establis	shing social and	d ethical					
ability to	demonstrate high	professional		respons	sibility.						
competer	nce.		- Serving the community and								
				meeting	g its requiremen	nts.					
- The stude	ent must believe in	the principles of	- Integrity and transparency.								
integrity a	and transparency, a	nd have the ability	- Quality.								
	he concepts of qual	lity management at									
work.											

#### 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.
- Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.
- 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	membe	rs			
Facu	ılty	Requirements/Skills	Specializ	ation	
prepar	ation	(if any)			Academic Rank
lecturer	angel		private	general	
	angel		Financial	business	Asst. Prof. Dr. Firas
			management	management	Farhan Jadi Safar
	angel		davalonment	business	A.M. Mai Hamoudi
			development	management	Abdullah Jassim
	angel		Human	business	Dr. Thaer Jassim
			Resources	management	Mohammed Aftan
	angel		Organizational	business	Dr. Firas Hassan
			theory	management	Rashid Salman
	angel		monkating	business	M. Saad Ajaj Khalaf
			marketing	management	Jameel
	angel			business	M.M. Mohammed
				management	Hamid Nayef Hamid

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

								Prog							
		gram	the prog	of	mes	utco	ng o	earni	red le	Requi	F				
Cou Year/L	edge Essent				Skills Knowled				S	alue	V				
e ev	rse code	Course name	ial or option al?	A 1	A 2	A 3	A4	<b>B</b> 1	B2	B3	<b>B4</b>	A1	A2	A3	A4
		Business Administratio n 1		<	~	~	~	✓	~	✓	<	~	~	~	✓
		Marketing Management 1		~	~	~	$\checkmark$	✓	~	✓	~	~	~	~	✓
		Statistics 1		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Financial Accounting 1		✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	✓	✓	~	✓	✓
		Economy 1		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Arabic language		✓	~	✓	$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	✓	~	✓	✓
		Headway (Beginner)		✓	✓	✓	$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	✓	~	~	$\checkmark$
Fin ye		Business Administratio n 2		~	~	✓	~	✓	~	✓	✓	✓	~	✓	✓
		Marketing Management 2		~	~	~	~	✓	~	✓	✓	✓	~	✓	✓
		Statistics 2		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
		Financial Accounting 2		~	✓	✓	$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	✓	✓	✓	$\checkmark$
		Economy 2		$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
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		rightsHuman and democracy		✓	$\checkmark$	✓	$\checkmark$	$\checkmark$	✓	$\checkmark$	✓	✓	✓	✓	✓
		Marketing services1		✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	✓	✓	~	✓	✓

$\checkmark$	Marketing												
v	•	•	v	v	•	v	•	v	v	•	*	Supplies	
$\checkmark$	Product												
$\checkmark$	Pricing												
										/		Strategic	
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												Quantitative	
$\checkmark$	methods in												
												marketing	
												Office	
$\checkmark$	applicationsP												
												ower Point	
										-		Word & Se	econ
$\checkmark$	Marketing	d											
$\checkmark$	✓	✓	$\checkmark$	services2 distribution	ear								
												uisuibution	
$\checkmark$	✓	$\checkmark$	Promotion										
												Brand	
$\checkmark$	Management and Mental												
												Positioning	
												Sales	
$\checkmark$	Management												
										/		Headway	
$\checkmark$	✓	$\checkmark$	$\checkmark$	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	✓	$\checkmark$	$\checkmark$	(elementary)	
												Office	
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$\checkmark$	Global												
												Marketing	
$\checkmark$	Marketing												
												research	
$\checkmark$	consumer behavior												
												Marketing	
$\checkmark$	risk												
												management	
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												Marketing	
$\checkmark$	Organization												
												Management	

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												Marketing
$\checkmark$	Quality											
												Management
		/		$\checkmark$	/				/			Negotiation
$\checkmark$	V	V	✓	✓	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	V	management
												Statistical
$\checkmark$	applications											
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												Scientific
$\checkmark$	research											
-					·		-	-	-		-	methods
												Customer
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												Management
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$\checkmark$	Marketing											
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1	$\checkmark$	1	./	Marketing								
•	•	•	•	•	•	•	•	•	•	•	•	databases
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$\checkmark$	Pharmaceutica											
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												Tourism and
$\checkmark$	hotel											
												marketing
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*Dlac	no ti	olz the	hov		rroan	ondi	na to	the	indi	wide	1011	earning outcomes of the

\*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 u	nits (total):							
30 hours / unit 2								
7. Name of the course supervisor (if more than	one name is mentioned)							
the name: Sarmed Mohammed Kha								
Email: <u>sarmad.m.khalaf@tu.edu.iq</u>								
8. Course objectives								
• Introducing students to the concept of human	Subject objectives							
rights in ancient civilizations								
<ul> <li>Learn about human rights in divine laws and religions</li> </ul>								
<ul><li>religions</li><li>Knowing what are the sources of human rights</li></ul>								
<ul> <li>Knowing what are the sources of human rights</li> <li>Know what isandThe concept of democracy and</li> </ul>								
its forms								
<ul> <li>Introducing students to the forms of the</li> </ul>								
representative parliamentary system								
• Understand the concept of election and its legal								
adaptation								
9. Teaching and learning strategies								
• Try to investigate some tasks and	Strategy							
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								
<ul><li>difference between the concept of human rights and the concept of democracy.</li><li>Use interactive methods that are useful for</li></ul>								

**10. Course Structure** 

Evaluation	Learning	Name of the unit or	Required	Watc	The
method	method	topic	learning	hes	week
			outcomes		
Ask	Homework,				
questions	asking				
and tests	questions, and				
	interaction				
	between the	Human rights in Greek,	Human rights in	•	41 6
	teacher and	Roman, Egyptian and Iraqi civilizations	ancient civilizations	2	the firs
	the students,	Iraqi civilizations			
	as well as the				
	students with				
	each other.				
Ask	Homework,				
questions	asking				
and tests	questions, and				
	interaction		Human rights in		
	between the	Human rights in Judaism,	divine laws and	2	the
	teacher and	Christianity and Islam	religions	-	second
	the students,				
	as well as the				
	students with				
	each other.				
Ask	Homework,				
questions	asking				
and tests	questions, and				
	interaction				
	between the	International sources	Human rights	2	the thir
	teacher and		sources		
	the students,				
	as well as the				
	students with each other.				
A ala					
Ask	Homework,				
questions and tests	asking				
and tests	questions, and interaction				
	between the		Human rights		
	teacher and	National Resources	Human rights sources	2	Fourth
	the students,		JULICO		
	as well as the				
	students with				
	each other.				
Ask	Homework,				1
questions	asking				
and tests	questions, and				
	interaction				
	between the	Human rights and	<b>F</b> *		T. 641
	teacher and	democracy	First month exam	2	Fifth
	the students,				
	as well as the				
	students with				
	each other.				

Ask	Homework,				
questions	asking				
-					
and tests	questions, and				
	interaction	Definition of democracy,			
	between the	basic principles of	The concept of	2	Sixth
	teacher and	democracy and forms of	democracy	-	
	the students,	democracy			
	as well as the				
	students with				
	each other.				
Ask	Homework,				
questions	asking				
and tests	questions, and				
	interaction				
	between the	Forms of representative			
	teacher and	parliamentary system	Democracy	2	Sevent
		par namentar y system			
	the students,				
	as well as the				
	students with				
	each other.				
Ask	Homework,				
questions	asking				
and tests	questions, and				
	interaction				
	between the	Unicameral system and	Domooroor	2	The
	teacher and	bicameral system	Democracy	2	eighth
	the students,				
	as well as the				
	students with				
	each other.				
Ask	Homework,				
questions	asking				
and tests	questions, and				
and tests	interaction				
	between the				
		The concept of election	Democracy	2	Ninth
	teacher and	and its legal adaptation			
	the students,				
	as well as the				
	students with				
	each other.				
Ask	Homework,				
questions	asking				
and tests	questions, and				
	interaction				
	between the	D	Coord41	•	4- 41
	teacher and	Democracy	Second month exam	2	tenth
	the students,				
	as well as the				
	students with				
	each other.				
Ask	Homework,	Unmon rights in angior-4			
	asking	Human rights in ancient	Comprehensive		
questions and tests	9	civilizations, divine laws and religions, and sources	review of human	2	elevent
and tests	questions, and interaction	of human rights	rights		
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	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