

## Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

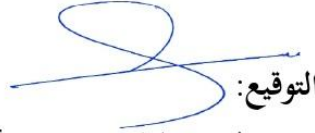
Name of academic or professional program: Marketing Management Department

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: ا.م.د. أشرف هاشم فارس

التاريخ: 2024 / 1 / 28

  
التوقيع:

اسم رئيس القسم: ا.م.د. فراس

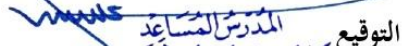
فرحان جدي

التاريخ: 2024/ 1 / 28

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

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

  
التوقيع:

المدير المساعد  
خلدون عبد الله خلف

مدير شعبة ضمان الجودة

التاريخ: 2024/ 1 / 28



مصادقة السيد العميد

### **1. Program Vision**

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

### **2. Program message**

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

### **3. Program objectives**

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

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

**10. Preparing and implementing training 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 program Is the program accredited? And from which authority? both**

#### **5. Other external influences**

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

#### **6. Program Structure**

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

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

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

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

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

Fourth

## 8. Expected learning outcomes of the program

### Knowledge

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

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

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

- Adherence to professional ethics and the ability to demonstrate high professional competence.	- Establishing social and ethical responsibility. - Serving the community and meeting its requirements.
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- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.
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**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 studies and sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.
3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.

4. Problem-based learning: presenting specific problems and motivating students to think critically and use skillsMarketingTo solve it.
5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.
6. Promote thinkingMarketingEncourage students to developtheskillsMarketing Such as analysis, planning and inference, by providing stimulating questions and applied problems.
7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts.Marketing,Whether it's through periodic assessments or direct interaction with the teacher.

## 10. Evaluation methods

1. Classroom performance assessment: This includes assessing students' performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.
2. Participation in discussions and activities: Students' participation in class discussions group activities, and individual projects can be assessed to assess their understanding and engagement with the material.
3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills.related to their field of expertiseAnd their understanding of the concepts presented.
4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.
5. Practical Performance Evaluation: Students can be evaluated in practical performance through:VisitsProcess and participation in applied activities.
6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.

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

## 11. Faculty

### Faculty members

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

### Professional development

### Orientation of new faculty members



- 1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.
- 2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.
- 3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department. General Administration, including About the Department And the vision And the message The objectives and services available.
- 4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance.
- 5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.
- 6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.
- 7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

#### **Professional development for faculty members**

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.
2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.
3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.

4. Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.
5. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.
6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.
7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

## **12. Acceptance Criteria**

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

## **13. The most important sources of information about the program**

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

## **14. Program Development Plan**

- 1- Curriculum development.
- 2- Open evening studies
- 3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.
- 4- Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.
- 5- Conducting training programs to develop students' capabilities in technical and information technology fields.
- 6- Organizing field visits and scientific trips for students to government institutions.

## Program Skills Chart

### Required learning outcomes of the program

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



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

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

### Course Description Form

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

**Number of units (3): 45 hours**

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

**Name: Dr. Thaer Jassim Mohammed**

**8. Course objectives**

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

Subject objectives

**9. Teaching and learning strategies**

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

Strategy

**10. Course Structure**

<b>Evaluation method</b>	<b>Learning method</b>	<b>Name of the unit or topic</b>	<b>Required learning outcomes</b>	<b>Weeks</b>	<b>The week</b>
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Follow up on homework and formulate three questions on least And do a quick test (coz)	theoryAnd practical examples	Skewness and flatness measures	Introducing the student to the measures of torsion, measures of flatness, and what moments are. And apply it using the system spss	3	1
Follow up on homework and formulate three questions on least 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 on least 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 on least 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 on least And do a quick test (coz)	Theory and practical examples	Preview theory	Know whatshe Sampling designs and sampling distribution for the mean and sampling distribution for the differences between the means	3	6
Follow up on homework and formulate three questionsAnd do a quick test (coz)at least	Theory and practical examples	Sample distribution of proportions	Know whatshe The sampling distribution for proportions and the sampling distribution for variance	3	7
Follow up on homework and formulate three	Theory and practical examples	estimation theory	Giving the student information about point estimation and period estimation	3	8

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



<p>questions on least And do a quick test (coz)</p>					
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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 distributed Evaluation 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 preparation And the quick exam scores (the cup) 5 degrees
- Posts 5 points

End of course exam 70 points

### 12. Learning and teaching resources

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