Academic Program Description Form

University name: Tikrit University

College/Institute: College of Management and Economics

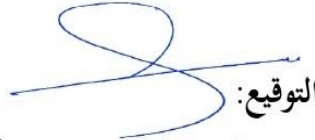Academic Department: Marketing Management Department

Name of academic or professional program: Department of Marketing Management

Final Degree Name: Bachelor of Science in Marketing Management

Academic system: Course system

Description preparation date:28   / 1/2024

Date of filling the file:

التوقيع: التوقيع:

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

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

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

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

التوقيع

المدرس المساعد

خلدون عبدالله خلف

مدير شعبة ضمان الجودة

التاريخ: 28 / 1 /2024

مصادقة السيد العميد

1. Program Vision

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

2. Program message

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

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

3. Program objectives

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

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

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

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

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

6. Providing expertise and advice to international community organizations.

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

8. Developing and promoting scientific research within the department.

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

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

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

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

4. Program accreditation

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

5. Other external influences

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

6. Program Structure

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

				Summer training
				Other

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

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

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

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

8. Expected learning outcomes of the program

Knowledge

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

Skills

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

Values

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

9. Teaching and learning strategies

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

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

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

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

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

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

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

10. Evaluation methods

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

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

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

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

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

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

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

11. Faculty

Faculty members

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

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

Professional development
Orientation of new faculty members

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

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

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

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

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

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

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

Professional development for faculty members

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

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

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

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

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

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

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

12. Acceptance Criteria

1- Central acceptance.

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

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

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

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

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

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

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

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

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

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

Course Description Form

1. Course name

basicsComputer

2. Course code

AEMM23_113

3. Semester/Year

Second course, first stage

4. Date this description was prepared

1/2/2024

5. Available forms of attendance

Attendance inside the hall with use Classroom to inform students of exam times and download monthly grades, grades, effort grades, and some videos related to the given subject. Students are also provided with a package of instructions related to absence, attendance, and exams, in addition to the lab.

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

30/15

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

Name: Ms. Sherine Ismail Khalil Email: Shereenismael83@tu.edu.iq

8. Course objectives

4. Focus on the theoretical and applied principles of information and communication technology, and work to provide students with analytical, experimental and computational tools and means to identify technical problems, information crimes and cyber security, and work to introduce more modern methods in the education system to get rid of boredom, routine and stereotypes among students in solid scientific content and lectures, and use a set of lecture videos, and leave enough time for students to explore and consult, and the role of the instructor is to guide and comment on students' inquiries.

5. Developing a generation of technicians and preparing future digital leaders in the field of information and communications technology, and

1. Training the student and developing his scientific ability to benefit from the computer.
2. Providing the student with mental and creative abilities, helping him to think logically, inductively and deductively, and developing his abilities to solve problems.
3. Strengthening the desire factor towards computers and their applications and acquiring positive tendencies towards information technology.

working to enhance the position of the university in general and the aforementioned department in particular as a pioneer in this field.	

9. Teaching and learning strategies

5- To be familiar with international marketing and technical standards, to estimate market needs, to apply the concepts of international specifications in the field of quality at work, and to acquire information and communications technology skills. 6- To be interested in implementing the green technology strategy, i.e. preserving the environment from pollution from waste (curbing the negative effects of human participation).	1-Possessing an administrative and technical graduate who has the ability to think critically about himself and most of the dilemmas he faces, in addition to managing time and resources in the field of information and communications technology and its concepts in scientific and technical ways and making appropriate changes. 2- The ability to perform technical and marketing analysis and scientific thinking by applying laws in marketing and technological sciences and adhering to the guidelines and instructions for any activity in administrative and organizational organization in applying business or facing technological dilemmas and solving and evaluating them, and presenting and proposing plans or reformulating their translation or interpretation. 3- The student must be able to speak and write in an effective scientific, technical, administrative and marketing style in Arabic and English. 4- Adherence to the ethics of information and communication technology and the ability to demonstrate high professional skill, in addition to commitment to personal behavior and appearance.

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week

discussion	theoretical	Identify the historical roots of the computer, enter the most important functions performed by the computer, and give special importance to diving into the triangle of electronic data processing.	Learn about computer components	2	the first
			cone	2	the second
discussion	Theoretical/Applied	Learn about number systems and how to convert them from one system to another	Numerical systems	2	the third
discussion	Theoretical/Applied	Learn about the operating system in general, and dive deeply into the Microsoft Windows operating system.XP in depth.	Operating System	2	Fourth
Written exam			Written exam	2	Fifth
discussion	Theoretical/Applied	A historical overview of the World Wide Web, its uses, and the most important types of protocols, and learning about the nature of the network and types of networks, methods of connecting networks, learning about types of sites, and learning about the enemies of the Internet (hackers)	Internet and networks	2	Sixth
discussion	Theoretical/Applied	Learn about programming, the most important programming	Programming	2	Seventh

		languages and their stages.			
Written exam			Written exam	2	The eighth
discussion	Theoretical / Applied	Definition of maintenance - maintenance methods - factors affecting the computer and its exposure to damage - definition of viruses, their characteristics and types - symptoms of infection and methods of protection.	Viruses and computer maintenance	2	Ninth
		What are viruses and how can you know if your computer is infected with a virus and how can you prevent it?	cone	2	tenth
		What is maintenance and how can you know if the maintenance device has been damaged?	viva voce	2	eleventh
discussion	theoretical	Electronic warfare/cyber security and other topics related to the subject chosen by the student.	Discuss reports	2	twelfth
	theoretical		viva voce	2	thirteenth
discussion	theoretical	Education - Commerce - etc.	Uses of computer	2	fourteenth
	Theoretical and practical		Written exam	2	fifteenth

11. Course Evaluation

The annual effort grade is (30) and is named as follows:

- ♦ **(10) First month exam grades.**
- ♦ **(10) Second month exam grades.**

- ♦ **(5) Report grades and homework.**
- ♦ **(5) Daily grades, assignments and oral exam.**

(70) Final exam score.

12. Learning and teaching resources	
Computer books in general, and computer and internet basics (Ziad Muhammad Abbud) in particular.	Required textbooks (methodology if any)
All books related to computer science, computer basics and the Internet (Ziad Muhammad Abbud) in particular.	Main References (Sources)
Computer Basics (Tariq Al-Nasouri) Computer and Software Basics (Al-Khader Ali Al-Khader Researcher) Reputable Arabic and foreign magazines.	Recommended supporting books and references (scientific journals, reports...)
Computer Basics (Tariq Al-Nasouri), a group of solid websites.	Electronic references, websites