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: ــــــ

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

التاريخ: 17 / 9 / 2023

التوقيع ــــــ

اسم رئيس القسم: ا.م.د. فراس فرحان جدي

التاريخ: 17 / 9 /2023

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

المُدَرِّس المُسَاعِدّ

أسَامَةَ مُوَسَى فُرْحَان

مدير شعبة ضمان الجودة وتقييم الاداء

التوقيع

التاريخ: 17 / 9 /2023

مصادقة السيد العميد

1. Program Vision

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

2. Program message

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

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

3. Program objectives

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

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

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

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

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

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

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

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

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

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

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

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

4. Program accreditation

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

5. Other external influences

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

6. Program Structure

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

				Summer training
				Other

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

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

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

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

8. Expected learning outcomes of the program

Knowledge

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

Skills

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

Values

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

9. Teaching and learning strategies

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

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

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

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

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

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

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

10. Evaluation methods

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

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

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

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

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

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

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

11. Faculty

Faculty members

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

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

Professional development

Orientation of new faculty members

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

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

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

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

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

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

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

Professional development for faculty members

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

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

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

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

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

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

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

12. Acceptance Criteria

1- Central acceptance.

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

3- Private government education

13. The most important sources of information about the program

1- University, college and electronic department website.

2- Priorities for establishing the department.

14. Program Development Plan

1- **Curriculum development.**

2- **Open evening studies**

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

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

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

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

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

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

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

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

Course Description Form

1. Course name

Management principles 1

2. Course code

AEMM23_101

3. Semester/Year

2023-2024

4. Date this description was prepared

17/9/2023

5. Available forms of attendance

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

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

Number of hours 45 / Number of units 3

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

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

8. Course objectives

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

9. Teaching and learning strategies

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

10. Course Structure

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

11. Course Evaluation

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

End of course exam 70 points

12. Learning and teaching resources

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