

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

Description preparation date: 17/9/2023


Date of filling the file:


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

التاريخ: 2023 / 9 / 17


التوقيع
اسم رئيس القسم: ا.م.د. فراس
فرحان جدي

التاريخ: 2023 / 9 / 17

دقق الملف من قبل
شعبة ضمان الجودة والأداء الجامعي
اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان
التوقيع

التاريخ: 2023 / 9 / 17
المدرّس المساعد
أسامة موسى فرحان
مدير شعبة ضمان الجودة وتقييم الأداء


مصادقة السيد العميد

1. Program Vision

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

2. Program message

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

3. Program objectives

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

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

10. Preparing and implementing training courses to developing 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

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 1	theoretical			
	3	Business Administration 1	AEMM23_10 1	First
	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	
	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		Third
2	1	Marketing research	AEMM23_302		
	2	consumer behavior	AEMM23_303		
	2	Marketing risk management	AEMM23_304		
	2	Headway (pre-intermediate)	AEMM23_305		
2	1	basicsInternet	AEMM23_306		
	3	Marketing information systems	AEMM23_307		
	2	administrationKnowledgeMarketing	AEMM23_308		
	2	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	Fourth	
	3	Contemporary Marketing Studies (1)	AEMM23_402		
2	1	Marketing databases	AEMM23_403		
	2	Agricultural Marketing	AEMM23_404		

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

8. Expected learning outcomes of the program

Knowledge

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

Skills

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

Values

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

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

9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.
2. Cooperative learning: Encouraging students to work together in small groups to solve problems related to their 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 skills to 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 thinking: Encourage students to develop 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 concepts, 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 expertise and their understanding of the concepts presented.
4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.
5. Practical Performance Evaluation: Students can be evaluated in practical performance through: Visits Process 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
lecture	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. Thajer Jassim

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

Professional development

Orientation of new faculty members

- 1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.
- 2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.
- 3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department. General Administration, 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/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 2		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 1		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsP ower Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Office applicationsE xcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		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 Studies 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Pharmaceutical Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Headway (intermediate)		

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

Course Description Form

1. Course name	
Marketing Management 1	
2. Course code	
AEMM23_102	
3. Semester/Year	
First course + first stage 2023-2024	
4. Date this description was prepared	
9/17/2023	
5. Available forms of attendance	
My presence in the lecture and using the WhatsApp program to notify students.	
6. Number of study hours (total) / Number of units (total)	
First stage / 45 hours/ Number of units (3)	
7. Name of the course supervisor (if more than one name is mentioned)	
M. Saad Ajaj Khalaf Email: Sajaj95@tu.edu.iq M.M. Ahmed Hamid Issa Email: Ahmed.H.24@tu.edu.iq	
8. Course objectives	
<p>1. Developing a complete picture for the student about the Principles of Marketing Management subject for the first stage</p> <p>2. Providing and preparing solid scientific cadres that simulate the reality of marketing management.</p> <p>3. Disseminating knowledge through cooperation with similar departments and holding seminars and conferences.</p>	Subject objectives
9. Teaching and learning strategies	

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

Strategy

10. Course Structure

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

11. Course Evaluation

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

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

12. Learning and teaching resources

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