

## Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department General Administration



Name of academic or professional program: Public Administration Department

Final Certificate Name: Bachelor Science in Public Administration

Academic system: Course system

Description preparation date: 14/9/2023

Date of filling the file: 14/9/2023

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شعبير  
التاريخ: 2023 / 9 / 17

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

  
مصادقة السيد العميد

### 1. Program Vision

Excellence in deliveryAngelspioneerAndTo lead public sector institutions that meet stakeholder requirements, in line with global quality standards..

### 2. Program message

Providing the public sector with the educated administrative energies it needs to meet its aspirations in serving the community, and communicating with relevant stakeholders to consolidate community behaviors through education.andLearning, creating an open environment for cultural and intellectual exchange that stimulates scientific research, creativity, innovation and leadership, as well as disseminating knowledge to public sector institutions to ensure the well-being and excellence of society..

### 3. Program objectives

- 1) Preparing graduates capable of working in government organizations, thus contributing to achieving social and economic development in society..
- 2) Supporting government organizations and developing their knowledge in the fields of central and local administration by providing them with specialized administrative cadres.In this field.
- 3) Disseminating noble community values and instilling integrity behaviorsAnd community serviceIn the basics of workAdministrative.
- 4) Continuous development of the scientific contributions portfolioFor membersThe teaching staff in the department and following up on their feedback to ensure the achievement of the objectives of the educational process.
- 5) Building bridges of cooperation between the Public Administration Department and the community, and achieving a strategic partnership with government organizations by creating a cooperative environment that achieves continuous communication.andfor.

**4. Program accreditation**

DoThe programIs the program accredited? And from which authority? both .٦

**5. Other external influences**Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific .٧  
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
practical	theoretical			<b>First</b>
	3	Principles of Public Administration 1		
	3	Principles of Economics		
	3	Principles of Statistics		

<b>1</b>	<b>2</b>	<b>Computer 1Word</b>		
	<b>2</b>	<b>Arabic</b>		
	<b>2</b>	<b>Human rights and democracy</b>		
	<b>3</b>	<b>Principles of Public Administration 2</b>		
	<b>3</b>	<b>Mathematics for administrators</b>		
	<b>3</b>	<b>Accounting principles</b>		
	<b>3</b>	<b>ReadingsEnglish</b>		
<b>1</b>	<b>2</b>	<b>Computer2Word</b>		
	<b>2</b>	<b>English language</b>		<b>Second</b>
	<b>3</b>	<b>Marketing Management</b>		
	<b>3</b>	<b>Human Resources Management</b>		
	<b>2</b>	<b>Administrative law</b>		
<b>2</b>	<b>2</b>	<b>Intermediate Accounting</b>		
	<b>3</b>	<b>The development of organizational thought</b>		
	<b>2</b>	<b>English language</b>		
	<b>2</b>	<b>Quantitative methods</b>		
<b>1</b>	<b>2</b>	<b>Computer1Excel</b>		
	<b>2</b>	<b>Baath crimes in Iraq</b>		
	<b>3</b>	<b>Public Relations</b>		
<b>2</b>	<b>2</b>	<b>Government accounting</b>		
	<b>2</b>	<b>Administrative Psychology</b>		
	<b>2</b>	<b>Civil Service Legislation</b>		
	<b>3</b>	<b>Political systems</b>		
	<b>2</b>	<b>Operations research</b>		
<b>1</b>	<b>2</b>	<b>Computer1Excel</b>		<b>Third</b>
	<b>3</b>	<b>Public Financial Management</b>		
<b>2</b>	<b>2</b>	<b>unified accounting system</b>		
	<b>3</b>	<b>Local administration</b>		
	<b>3</b>	<b>Contract management</b>		

	2	Quality Management	
	2	Public service ethics	
1	2	Database Computer Applications2	
	2	English language	
	3	Organizational Behavior	
	3	Financial policies	
	2	General Project Management	
	3	Management Information Technology	
	3	Comparative local management systems	
	2	Environmental management	
1	2	Database Computer Applications2	
	3	Production and Operations Management	
	2	Comparative Public Administration	
	3	Administrative development1	
	3	Strategic Management1	
	2	English language	
1	2	Computer Applications1QSB	
	2	Scientific research methods and ethics	
	3	Strategic management	
	3	Administrative development 2	
	2	Risk Management and Insurance	
	3	General Policies	

**Fourth**

1	2	<b>Computer Applications2QSB</b>		
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### 8. Expected learning outcomes of the program

#### Knowledge

The ability of the department's graduates to develop their administrative and cognitive skills and achieve leadership in leading government institutions.	-	Providing leading cadres in leading public sector institutions. Disseminating knowledge in government institutions to achieve the aspirations of society. The ability to manage and invest knowledge in a way that achieves the quality and efficiency of the academic program's outputs and their suitability for the labor market.	-
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#### Skills

Management Department 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.	-
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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. -

### 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. .١

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. .٢

Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation. .٣

Problem-based learning: presenting specific problems and motivating students to think critically and use skills to solve it. .٤

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. .٥

Promote thinking: Encourage students to develop thinking skills such as analysis, planning and inference, by providing stimulating questions and applied problems. .٦

Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts, whether through periodic assessments or direct interaction with the teacher. .٧

### 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 .١

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. .٢

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. .٣

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. .٤

Practical Performance Evaluation: Students can be evaluated in practical performance through: Visits Process and participation in applied activities. .٥

Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions. .٦

Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program. .٧

## 11. Faculty

### Faculty members

Faculty preparation		Requirements/ Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Operations research	Statistics (Operations Research)	Asst. Prof. Dr. Mazhar Khaled Abdel Hamid
	angel		Administrative law	General law	A.M.D. Mohamed Ahmed Raheel Aftan
	angel		Financial management	business management	A.M.D. Qusay Jassim Mohammed Imran



	angel		Bank manageme nt	business management	A.M. Mazen Noman Abdullah Bakr
	angel		linguistics	English language	<b>A.M. Adnan Fayhan Mahmoud Khader.</b>
	angel		Financial manageme nt	business management	<b>A.M. Ahmed Khader Ahmed Ali</b>
lecturer			Political economy	economy	<b>Prof. Dr. Saad Saleh Issa</b>
lecturer			Special law	law	<b>Asst. Prof. Dr. Yasser Ali Hamdan</b>
	angel		Networks	Calculators	<b>Asst. Prof. Dr. Qusay Abboudi Ali</b>
	angel		Financial manageme nt	business management	<b>A.M. Present Sabah Shaeer Jabara</b>
	angel		Knowledge manageme nt	business management	A.M. Tariq Aziz Kurdi
	angel		organized	business management	M. Khalaf Mohammed Alou
	angel		Organizatio n theory	business management	M Iman Muwaffaq Omar
	angel		administrati on Financial	business management	Mr. Salam Hussein Jassim Handa
	angel		administrati on Financial	administration works	M. Najm Suhail Najm Abdullah
	angel		Human Resources	business management	M. Talha Kwan Salem
	angel		Applied statistics	count	Ms. Aisha Abdel Khaleq Ismail
	angel		business manageme	business management	Mr. Saad Salem Ghanem Suleiman

			nt		
	<b>angel</b>		Financial manageme nt	business management	Dr. Qutaiba Ibrahim Hamada
	<b>angel</b>		General Administrati on	General Administration	M. Hamid Anwar Danok
	<b>angel</b>		business manageme nt	business management	Mr. Naji Hassan Ahmed Allawi
	<b>angel</b>		Production and operations	business management	M. Maysam Riad Bahr
	<b>angel</b>		Human Resources	business management	Mr. Hussein Abdul Hamad Hussein
	<b>angel</b>		Human Resources	business management	millimeter. Hassan Farhan Ahmed Handal
	<b>angel</b>		General Policies	General Administration	Mr. Mohamed Mustafa Mohamed Ibrahim
	<b>angel</b>		Human Resources	business management	M. Ahmed Ayed Makhlaf
	<b>angel</b>		Human Resources	business management	M.M. Nihad Khamis Hassan
	<b>angel</b>		Quality Manageme nt	business management	M. Mazhar Ahmed Khalaf
	<b>angel</b>		Production manageme nt	business management	Mr. Ali Mohammed Huwait Khater
	<b>angel</b>		Bank manageme nt	Financial and Banking Sciences	M.M. Ali Hamad Ali
	<b>angel</b>		Information systems	Management Information	M.M. Mohammed Salem Abdel

				Systems	
lecturer			English literature	English language	M. Alaa Ahmed Abdullah
	angel		law	law	Mr. Ihab Abdullah Muhaimid
	angel		Cost accounting	accounting	Mr. Yasser Fouad Taha
lecturer			law	law	Mr. Maher Sabah Habib
	angel		Financial accounting	accounting	Mr. Mohammed Ahmed Diab
	angel		Management accounting	accounting	Mr. Ali Fouad Taha
	angel		about	Arabic	M.M. Ali Ghaleb Ali

### Professional development

#### Orientation of new faculty members

**Determining the needs of the university and the department:** The needs of 1- 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 2- new, visiting, full-time and part-time members based on their needs and specialties.

**Introduction to the University Environment:** A comprehensive introduction 3- 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 4- resources and support, including training courses, workshops, and technical assistance.

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

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

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

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

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. .1

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. .2

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

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. .4

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. .5

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

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. .7

### **12. Acceptance Criteria**

Central acceptance. -1

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

Private government education -3

Accepting evening studies. -4

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

University, college and electronic department website. -١

Priorities for establishing the department. -٢

Project to develop and update the curricula of the faculties of management and economics in Iraqi universities for the year 2017. -٣

#### 14. Program Development Plan

Curriculum development. -١

Open postgraduate studies (higher diploma equivalent to a master's degree). -٢

Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization. -٣

Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals. -٤

Conducting training programs to develop students' capabilities in technical and information technology fields. -٥

Organizing field visits and scientific trips for students to government institutions. -٦

#### 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				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Public Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Economics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Statistics		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Computer 1 Word		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Arabic		
	✓	✓	✓		✓	✓	✓			✓	✓		Human rights and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Public Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Mathematics for administrators		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Accounting principles		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Readings English		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Computer 2 Word		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Human Resources Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative law		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Intermediate Accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		The development of organizational thought		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Computer1Excel		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Baath crimes in Iraq		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public Relations		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Government accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative Psychology		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Civil Service Legislation		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Political systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Operations research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer1Excel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public Financial Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		unified accounting system		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Local administration		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contract management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public service ethics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Database Computer Applications2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Organizational Behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial policies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		General Project Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Management Information Technology		

Second year

Third year

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Comparative local management systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Environmental management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Database Computer Applications2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Production and Operations Management		Four h year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Comparative Public Administration		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative development1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic Management1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer Applications1QS B		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods and ethics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative development 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Risk Management and Insurance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		General Policies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer Applications2QS B		

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

### Course Description Form

<b>1. Course name</b>
<b>Marketing Management</b>
<b>2. Course code</b>
<b>No wayD</b>

<b>3. Semester/Year</b>	
Chapter One / Stage Two	
<b>4. Date this description was prepared</b>	
14/9/2023	
<b>5. Available forms of attendance</b>	
Weekly / Full time attendance	
<b>6. Number of study hours (total) / Number of units (total)</b>	
45 hours / 3 units	
<b>7. Name of the course supervisor (if more than one name is mentioned)</b>	
Name: A.M. Tariq Aziz Kurdi Email: <a href="mailto:tareq1982@tu.edu.iq">tareq1982@tu.edu.iq</a>	
Name: M.M. Mohamed Mustafa	
Mohamed <a href="mailto:mohammedmustafaalabid@gmail.com">mohammedmustafaalabid@gmail.com</a>	
<b>8. Course objectives</b>	
<ul style="list-style-type: none"> <li>• Providing the student with a cognitive skill about the concept, specifications, importance, application and development of marketing that is related to administrative work.</li> <li>• Providing the student with information on how to use modern methods in Marketing in its various forms and how to benefit from it by providing correct and accurate data and information about the organization's audiences that serve the decision-maker in making the right decision</li> <li>• How to continuously train to keep up with all types of rapid development in the field of mass marketing.</li> </ul>	<p>Subject objectives</p>
<b>9. Teaching and learning strategies</b>	



- The lecture
- Discussion
- Thinking strategy according to the student's ability
- High Thinking Skill Strategy
- Critical thinking strategy in learning
- brainstorming

Strategy

### 10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Follow up on homework assignments and formulate questions	theoretical	The origin and development of marketing	<ul style="list-style-type: none"> <li>• Marketing concept and importance</li> <li>• Differences between selling and marketing</li> <li>• Types of Marketing</li> </ul>	3	the first
Follow up on homework assignments and formulate questions	theoretical	Marketing Jobs And its objectives	<ul style="list-style-type: none"> <li>• Marketing Jobs</li> <li>• Marketing objectives</li> <li>• Modern means of marketing management</li> <li>• Factors to Consider in Organizing Marketing Management</li> </ul>	3	the second
Follow up on homework assignments and formulate questions	theoretical	Market and Consumer	<ul style="list-style-type: none"> <li>• Definition of consumer behavior</li> <li>• Types of Consumer</li> <li>• importance study behavior Consumer</li> <li>• Factors affecting consumer behavior</li> <li>• Market Definition Advantages of market segmentation</li> <li>• Market segmentation principles:</li> </ul>	3	the third+ Fourth
Follow up on homework assignments and formulate questions	theoretical	Consumer and industrial products	<ul style="list-style-type: none"> <li>• Product Definition</li> <li>• Consumer Products Classification</li> <li>• Products Industrial</li> <li>• features And types Industrial Products</li> </ul>	3	Fifth
Follow up on homework assignments and formulate Questions	theoretical	Marketing mix	<ul style="list-style-type: none"> <li>• Marketing mix elements</li> <li>• Marketing mix characteristics</li> <li>• Marketing mix strategies</li> </ul>	3	Sixth
Follow up on homework assignments and formulate questions	theoretical	Marketing Information Systems and Marketing research	<ul style="list-style-type: none"> <li>• concept Marketing Information System</li> <li>• Importance and benefits Information System Marketing</li> <li>• Types and areas of marketing research</li> <li>• Marketing Research Ethics and Obligations</li> </ul>	3	Seventh + Eighth
<b>First month exam</b>					<b>Ninth</b>
Follow up on homework assignments and formulate questions	theoretical	Nature of services	<ul style="list-style-type: none"> <li>• Service concept And</li> <li>• Types and Service Features</li> <li>• Dimensions quality Service</li> </ul>	3	the tenth

Follow up on homework assignments and formulate questions	theoretical	Service producers and marketers	<ul style="list-style-type: none"> <li>• For health services</li> <li>• Banking Services</li> <li>• Hotel services</li> </ul>	3	theEleventh
Follow up on homework assignments and formulate questions	theoretical	Social Responsibility, Ethics and International Marketing	<ul style="list-style-type: none"> <li>• What is social responsibility?</li> <li>• The importance and benefits of social responsibility:</li> <li>• Dimensions of social responsibility</li> <li>• International MarketingAnd its objectives</li> <li>• Similarities and differences between local marketing and international marketing</li> </ul>	3	twelfth + thirteenth
Follow up on homework assignments and formulate questions	theoretical	Distribution and Pricing	<ul style="list-style-type: none"> <li>• Distribution concept and objectives</li> <li>• Types and channels of distribution outlets</li> <li>• Pricing</li> <li>• Importance and methods of pricing</li> </ul>	3	fourteenth
<b>Second month exam</b>				<b>3</b>	<b>fifteenth</b>

### 11. Course Evaluation

**70 marks on the end of course exam - ١**

**30 annual pursuit points distributed as follows: - ٢**

**A- 10 marks for the first month exam**

**B- 10 Second month exam**

**C- 10 attendance and participation**

### 12. Learning and teaching resources

undefined	Required textbooks (methodology if any)
Yes	Main References (Sources)
Yes	Recommended supporting books and references (scientific journals, reports...)
Yes	Electronic references, websites