



Course Description Form

Description Course	Marketing management
---------------------------	-----------------------------

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made maximum use of the available learning opportunities. These characteristics have to be matched with the description of the program.

1. Educational Institution	Shatt Al-Arab University College 
2. Department / Center	Business Administration
3. Course Title /Code	Marketing management
4. Lecturer Name	Dr . Zine El Abidine Jassim Moham
5. Type of Teaching	Attendance Class
6. Academic Year /Term	First Semester – Stage (2)
7. Total No. of Teaching Hours	45

8. Date of Preparing this Course
Description

2-10-2022

9. Course Objectives

a. Providing students with the most important principles and basics of (Marketing management)
b. Teaching students how to apply (Marketing management)
c. Providing graduates with the necessary knowledge on (Marketing management)
d. Improving the administrative skills in the field of (Marketing management)
e. Providing graduates with the skills of education and creative learning.

10. Course Output, Methodology and Evaluation

(A) Cognitive Objectives

a. Enabling students to acquire knowledge and the art of (Marketing management)
b. Acquainting students with how to promote their personal knowledge.
c. Helping students to acquire knowledge in the art of I T (Marketing management)
d. Enabling students to sharpen their skills in the dynamic work environment.
e. Enabling students to invest their scientific abilities in their working place in the scope of (Marketing management)
f. Helping students to get the necessary knowledge to solve problems (Marketing management)

(B) Skill Objectives Related to the Program:

a. Scientific Skills
b. Leadership Skills
c. Skills Related to Administrative Work Challenges

Methods of Teaching and Learning

a. Using already- prepared lectures.
b. Using up-to-date data shows.
c. Homework
d. Adopting group discussions.

Methods of Evaluation

a. Oral tests
b. Monthly tests
c. Daily quizzes
d. Students' Regular Attendance

(C) Sentimental and Value Objectives

a. Realizing ethical objectives.

b. Commitment to university traditions.
c. Compliance with the University Instructions and the Ministry Regulations.
d. Promoting students' personal abilities in educational scopes and how to behave well with others.

Methods of Teaching and Learning

a. Lectures on university instructions.
b. Educational guidance lectures.
c. Continuous directing.
d. Visiting State and private institutions.
e. Showing practical cases.

Methods of Evaluation

a. Daily quizzes.
b. Classroom discussions and commitment to ethics and sublime values.

c. Special marks for class activities.

d. Monthly and quarterly evaluation.

D) General and Qualitative Skills (other skills related to the ability of employment and personal development)

a. Enabling students to acquire the skill and art of (Marketing management)

b. Enabling students to apply creative thinking in (Marketing management)

c. Enabling students to use modern methods of analysis and conclusions.

d. Enabling students on (Marketing management)

11. Course Structure

Week	No of Hours	Required Learning Output	Title of Subject	Teaching Method	Evaluation
1	3	student understands the subject	The basic concepts of marketing and the importance and objectives of marketing	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
2	3	student understands the subject	The basic concepts of the marketing environment and the characteristics of the marketing environment	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
3	3	student understands the subject	Basic concepts of consumer behavior and theories that explain consumer behavior	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions

4	3	student understands the subject	The basic concepts of purchasing behavior of business organizations and the characteristics of purchasing behavior of business organizations	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
5	3	student understands the subject	Basic concepts of the product and the product life cycle	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
6	3	student understands the subject	New products, existing product development, product differentiation and education	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
7	3	student understands the subject	Pricing concept and objectives	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions

8	3	student understands the subject	Methods of setting prices and the factors influencing them	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
9	3	student understands the subject	The concept of promotion, its importance and objectives	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
10	3	student understands the subject	Elements of the promotional mix and methods of preparing the promotion budget	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
11	3	student understands the subject	The concept, importance, objectives and channels of distribution	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
12	3	student understands the subject	Basic concepts of social responsibility and consumer rights	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions

13	3	student understands the subject	Basic concepts of green marketing and green marketing mix	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
14	3	student understands the subject	Basic concepts of international marketing and strategies for entering international markets	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions
15	3	student understands the subject	Basic concepts of international marketing and strategies for entering international markets	<ul style="list-style-type: none"> - lectures - case study -discussions 	<ul style="list-style-type: none"> - oral tests -questions

12. Infrastructure

<p align="center">a. Textbooks</p>	<p align="center">Marketing Foundations and Contemporary Concepts book</p> <p align="center">Dr.. Thamer Al Bakri</p>
<p align="center">b. References</p>	<p align="center">Contemporary Marketing Management</p> <p align="center">Dr . Ali Falah Al Zoubi</p>
<p align="center">c. Recommended books and periodicals (journals, reports, etc.)</p>	<p align="center">Marketing management magazines</p>
<p align="center">d. Electronic references, internet websites, etc</p>	<p align="center">Marketing management websites</p>

13. The Plan of Improving the Course

<p align="center">a. Studying labor market needs.</p>
<p align="center">b. Be informed of the experiences of other countries in the field of (Marketing management)</p>
<p align="center">c. Be informed of research work published in national and international journals in the field of Principles of (Marketing management)</p>