

وزارة التعليم العالي والبحث العلمي
جهاز الإشراف والتقويم العلمي
دائرة ضمان الجودة والاعتماد الأكاديمي

استمارة وصف البرنامج الأكاديمي للكليات والمعاهد للعام الدراسي 2025-2024

الجامعة : جامعة شط العرب الاهلية
الكلية /المعهد : الإدارة واقتصاد
القسم العلمي : إدارة الاعمال

تاريخ ملء الملف : 2024/9/1

التوقيع :
اسم المعاون العلمي: د. عبد الله عبد الله
التاريخ : ٢٠٢٤/٩/١

التوقيع :
اسم رئيس القسم : د. عبد الله عبد الله
التاريخ : ٢٠٢٤/٩/١

دقق الملف من قبل
شعبة ضمان الجودة والأداء الجامعي
اسم مدير شعبة ضمان الجودة والأداء الجامعي:
التاريخ : / /

أستاذ الدكتور محمد عبود ظاهر الظلوم
رئيس شعبة ضمان الجودة والأداء الجامعي

مصادقة السيد العميد



مصادقة السيد العميد
د. عبد الله عبد الله

course description form

Marketing researches

Course description

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 . It must be linked to the description of the program

1. Educational institution	Shatt Arabl University Administration and economic-college
2. Scientific Department / Center	Business Management
3. Course name / code	marketing researches BA221
4. Instructor's name	Qasem Fenjan ABDULZAHRA
5. Available forms of attendance	Attendance
6. season/year	Chapter II
7. Number of hours of study (total)	30
8. The date this description was prepared	1/9/2024
9. Course objectives	
.1 Providing the student with the most important principles and basics of .marketing research	

**.2 Introducing the importance of conducting research in general and
.conducting marketing research in particular**

10. Course outcomes and methods of teaching, learning and assessment

A- Cognitive goals

**A1- Introducing the importance of conducting research steps in general and
.conducting marketing research in particular**

**A2- Getting to know the tools such as the questionnaire and the variety of
samples and their size because of their great role in conducting marketing
research**

**A3- Learning how to choose the appropriate type of research for the
problem and the sample**

B - Skills objectives of the course

B1 - Scientific skills

**B2 - Skills in teaching and training students on how to use the marketing
information system or databases to solve any marketing problem or make a
marketing decision**

B3 - Leadership skills

Teaching and learning methods

Theoretical study by giving lectures -1

Case study and discussion -2

Use the question-asking method -3

Evaluation methods

1- oral exams

2- Monthly exams

3- daily exams

4- Student attendance and commitment

C- Emotional and moral goals A- Emphasis on attending lessons on time C 2- To develop the values of innovation and creativity among the students C3- To develop the students' personal and technical skills and abilities C4- Creating a kind of accumulation of knowledge for the student
Teaching and learning methods
Evaluation methods
D - Transferred general and rehabilitative skills (other skills related to .(employability and personal development D1- Providing the student with marketing research skills D2- Using creative thinking and innovation methods in marketing research D3 - Enabling the student to face and solve marketing problems -D4

11. Course structure					
the week	hours	Required learning outcomes	Unit name and/or topic	education method	Evaluation method
1	2	Student understanding of the topic	Basic Concepts of Marketing Information System	theoretical lectures Case Study Discuss	oral exams and ask questions
2	2	Student understanding of the topic	Components of a marketing information system	theoretical lectures Case Study Discuss	oral exams and ask questions
3	2	Student understanding of the topic	The concept, importance and objectives of the marketing research system, types and fields of marketing research	theoretical lectures Case Study Discuss	oral exams and ask questions
4	2	Student understanding of the topic	Those interested and practicing marketing research	theoretical lectures Case Study Discuss	oral exams and ask questions
5	2	Student understanding of the topic	Marketing research preparation steps	theoretical lectures Case Study Discuss	oral exams and ask questions
6	2	Student understanding of the topic	Primary and secondary data	theoretical lectures Case Study Discuss	oral exams and ask questions
7	2	Student understanding of the topic	Measuring variables in marketing research	theoretical lectures Case Study Discuss	oral exams and ask questions
8	2	Student understanding of the topic	Marketing research and the	theoretical lectures	oral exams and ask

		ding of the topic	scientific method and methods of collecting marketing research data	Case Study Discuss	questions
9	2	Student understanding of the topic	Questionnaire and interview	theoretical lectures Case Study Discuss	oral exams and ask questions
10	2	Student understanding of the topic	Observation and experiment	theoretical lectures Case Study Discuss	oral exams and ask questions
11	2	Student understanding of the topic	Marketing research sample design and types of samples	theoretical lectures Case Study Discuss	oral exams and ask questions
12	2	Student understanding of the topic	Determining sample size and data tabulation methods	theoretical lectures Case Study Discuss	oral exams and ask questions
13	2	Student understanding of the topic	Statistical analysis of the data	theoretical lectures Case Study Discuss	oral exams and ask questions
14	2	Student understanding of the topic	Data documentation	theoretical lectures Case Study Discuss	oral exams and ask questions
15	2	Student understanding of the topic	Data documentation	theoretical lectures Case Study Discuss	oral exams and ask questions

12. Infrastructure


1- Required course books	Marketing research foundations and cases Dr . Thamer Al Bakri
2- Main references (sources)	Writing modern scientific and academic research Dr.. Qusay Al Hussein samples / d. Abed Al-Majid Al-Nasser and his modernist Raddam Al – Marzouq
ا) Recommended books and references (scientific journals, (..... ,reports	Scientific journals dealing with marketing research
ب) Electronic references, ...,websites	Internet sites for marketing research

13. course development plan

Adding a complementary material, which is the preparation of an integrated marketing research in a practical way



Qasem Fenjan ABDULZAHRA



Head of Deptment

D.r Zain AlAbidean J. Mohammed