

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 management**

**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

<b>1. Educational institution</b>	<b>SHATT Al-Arab University -administration and economic college</b>
<b>2. Scientific Department / Center</b>	<b>Business Management</b>
<b>3. Course name / code</b>	<b>Marketing management BA211</b>
<b>4. Instructor's name</b>	<b>Assistant prof dr.Hani Fadhil Al-shawi</b>
<b>5. Available forms of attendance</b>	<b>Presence and e-mail</b>
<b>6. season/year</b>	<b>chapter one</b>
<b>7. Number of hours of study (total)</b>	<b>hours 45</b>
<b>8. The date this description was prepared</b>	<b>1/9/2024</b>
<b>9. Course objectives</b>	
<b>.1 Providing the student with the most important principles and basics of</b>	

## **marketing management**

**.2** Introducing the concepts of marketing, studying its interventions, identifying the elements of the marketing mix and benefiting from them in marketing practices

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

#### **A- Cognitive goals**

**A1-** Introducing consumer behavior, needs, suggestions, and the mechanism in which the product is marketed

**A2-** Identify the elements of the marketing mix in order to employ them in dealing with products through their life cycle

**A3-** Building a marketing information system or creating a database that helps solve procrastination problems

#### **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**

**B4- . 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**

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

<b>11.</b>					
<b>the week</b>	<b>hours</b>	<b>Required learning outcomes</b>	<b>Unit name and/or topic</b>	<b>education method</b>	<b>Evaluation method</b>
<b>1</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>The basic concepts of marketing and the importance and objectives of marketing</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>2</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>The basic concepts of the marketing environment and the characteristics of the marketing environment</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>3</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Basic concepts of consumer behavior and theories that explain consumer behavior</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>4</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>The basic concepts of purchasing behavior of business organizations and the</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>

			<b>characteristics of purchasing behavior of business organizations</b>		
<b>5</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>C</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>6</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>New products, existing product development, product differentiation and education</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>7</b>	<b>2</b>	<b>Student understanding of the topic</b>	<b>Pricing concept and objectives</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>8</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Methods of setting prices and the factors influencing them</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>9</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>The concept of promotion, its importance and objectives</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>10</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Elements of the</b>	<b>theoretical lectures Case Study</b>	<b>oral exams and ask questions</b>

			<b>promotional mix and methods of preparing the promotion budget</b>	<b>Discuss</b>	
<b>11</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>The concept, importance, objectives and channels of distribution</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>12</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Basic concepts of social responsibility and consumer rights</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>13</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Basic concepts of green marketing and green marketing mix</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>14</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Basic concepts of international marketing and strategies for entering international markets</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>
<b>15</b>	<b>3</b>	<b>Student understanding of the topic</b>	<b>Basic concepts of international marketing and</b>	<b>theoretical lectures Case Study Discuss</b>	<b>oral exams and ask questions</b>

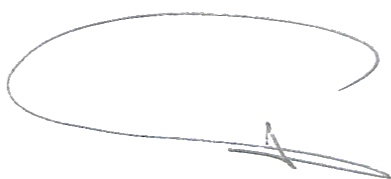
			<b>strategies for entering international markets</b>		
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## **12. Infrastructure**


<b>1- Required course books</b>	<b>Marketing Foundations and Contemporary Concepts book Dr.. Thamer Al Bakri</b>
<b>2- Main references (sources)</b>	<b>Contemporary Marketing Management Dr . Ali Falah Al Zoubi</b>
<b>Recommended books and references (scientific journals, (..... ,reports</b>	<b>Marketing management magazines</b>
<b>Electronic references, ...,websites</b>	<b>Marketing management websites</b>

## **13. course development plan**

**Adding quantitative vocabulary to marketing management topics so that the curriculum is integrated**



DR. Hani Faddel Jummaa



Head of Deptment

D.r Zain AlAbidean J. Mohammed