

Course Description Sample

Subject: marketing

This course description provides a brief survey of the most important characteristics, expected learning output, showing whether students have made full use of the learning opportunities. These characteristics have to be matched with the description of the program.

1. Educational Institution	Shatt Al-Arab University
2. Department / Center	Accounting
3. Course Title /Code	marketing
4. Lecturer Name	Abo alhasan ali albandar
5. Type of Teaching	Attendance
6. Academic Year /Term	2024_2025
7. Total No. of Teaching Hours	30 per class morning and 30 per class evening
8. Date of Preparing this Course Description	1 / 9 / 2024

9. Course Objectives

a. to practice and acquire competence in marketing and treda.
b. to developing the basic skills that an individual needs to enter the market.
c. to practice basic marketing structures
d. to communicate effectively in real life situations
e. to learn necessary vocabulary as presented in the assigned textbook.

10. Course Output, Methodology and Evaluation

(A) Cognitive Objectives

a. Enabling students to use the acquired grammatical structures in writing, and speaking.
b. Recalling taught vocabulary and social expressions
c. Helping students to elicit structure and function of language units.
d. The ability to break information into parts to understand it better.
e. Enabling students to invest their scientific abilities in their working place in the scope of reading, writing, and verbal communication.
f. Helping students to get the necessary knowledge to solve problems by using different resources.

(B) Skill Objectives Related to the Program:

a. understanding fundamental principles .
b. to express meaning in different language contexts

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 and participation

(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 movie production of the novels.

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 facing challenges and problem solving.
b. Enabling students to apply creative thinking in locating proper information source.

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| c. Enabling students to use modern methods of analysis and conclusions. |
| d. Enabling students to develop a taste in reading and understanding. |

11. Course Structure

Week	No of Hours	Required Learning Output	Title of Subject	Teaching Method	Evaluation
1	2	understanding the material	Unit 1: Introducing oneself, use of to be, numbers from 1 to 10, types of numbers	- turn taking - games - discussions	- questions Homework
2	2	understanding the material	Practice speaking, and practice writing. Do exercises in the workbook	- lectures - case study - discussions	Assignment
3	2	understanding the material	Unit 2: Use of subject pronouns, learn some nationality words, new vocabulary. Learn numbers to 20	- lectures - case study - discussions	- questions
4	2	understanding the material	Practice what is taken and do exercises	- lectures - case study - discussions	Homework
5	2	understanding the material	Course Exam	- lectures - case study - discussions	Assignment
6	2	understanding the material	Unit 3: Making negative sentences and answer yes/ no questions. Learn vocabulary about jobs and some social expressions	- lectures - case study - discussions	- questions
7	2	understanding the material	Practice what was taken and do some exercises	- lectures - case study - discussions	Homework
8	2	understanding the material	Unit 4: Learn possessive pronouns, possessive ('s)	- lectures - case study	Assignment

			and verb (to have). Learn family vocabulary, practice the alphabet	-discussions	
9	2	understanding the material	Practice what was taken and do exercises	- lectures -discussions	-questions
10	2	understanding the material	Final Exam	Paper based exam	Homework

12. Infrastructure

a. Textbooks	Marketing management Flip cotral
b. References	Principles of management
c. Recommended books and periodicals (journals, reports, etc.)	The 22 Immutuable
d. Electronic references, internet websites, etc	Hobspot , neil patel

13. The Plan of Improving the Course

a. Liaise with course instructors in other universities.
b. Be informed of the experiences of other countries in the field of teaching maketing
c. Be informed of research work published in national and international journals in the field TEFL.


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 رئيس القسم




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