

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information				
معلومات المادة الدراسية				
Module Title	Marketing Management		Module Delivery	
Module Type	Core		☒ Theory ☐ Lecture ☐ Lab ☒ Tutorial ☐ Practical ☒ Seminar	
Module Code	BA2101			
ECTS Credits	6			
SWL (hr/sem)	150			
Module Level	2	Semester of Delivery		2
Administering Department	BA	College	Administration and Economics	
Module Leader	Qasem Fenjan ABDULZAHRA		e-mail	qasim.finjan@sa-uc.edu.iq
Module Leader's Acad. Title	Assistant Lecture		Module Leader's Qualification	Assistant Lecture
Module Tutor	Qasem Fenjan ABDULZAHRA		e-mail	qasim.finjan@sa-uc.edu.iq
Peer Reviewer Name		e-mail		
Scientific Committee Approval Date	1/9/2025	Version Number	1.0	

Relation with other Modules العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية	
Module Objectives أهداف المادة الدراسية	1-Providing students with the most important principles, foundations, and basic principles of marketing management functions. 2- Providing students with how to apply marketing management functions..
Module Learning Outcomes مخرجات التعلم للمادة الدراسية	A- Cognitive Objectives A1- To enable the student to understand the concepts of marketing and marketing management. A2- To gain knowledge about the marketing environment. A3- To enable the student to understand consumer markets and buying behavior. A4- To enable the student to understand product strategy.

	A5- To enable the student to understand the function of price. A6- To enable the student to understand the function of promotion. A7- To enable the student to understand the importance of the marketing channel. B- Course-Specific Skills Objectives B1- Academic Skills B2- Skills to teach and train students on how to practice marketing management, its functions, and the process of promoting products.
Indicative Contents المحتويات الإرشادية	The guiding contents of the study material are the broad outlines that aim to guide and plan the educational process. These contents generally include 1- Educational objectives 2- Main concepts 3- Curriculum 4- - Educational materials 5- Educational activities 6- Evaluation methods 7- Academic guidelines These contents are considered a road map that helps the teacher and the student understand the progress of the study material and ensure the achievement of the intended educational objectives Total hrs =150 = SSWL - (Exam hrs) = 172 = 3 - 50 hr (Time table hrs x 15 weeks)

Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	1- Theoretical study through lectures 2- Case study and discussion 3- Using the questioning method

Student Workload (SWL)			
الحمل الدراسي للطالب محسوب لـ ١٥ اسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	63	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	6
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	87	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	150		

Module Evaluation					
تقييم المادة الدراسية					
As		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	1	10% (10)	4	
	Assignments	1	10% (10)	4	
	Projects / Lab.	1	10% (10)	4	
	Report	1	10% (10)	4	
Summative assessment	Midterm Exam	1hr	10% (10)	7	
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus) المنهاج الاسبوعي النظري	
Week	Material Covered
Week 1	Marketing Concepts and Principles
Week 2	Marketing Management
Week 3	Marketing Environment
Week 4	Elements of the Marketing Mix
Week 5	Consumer Markets
Week 6	Consumer Buying Behavior
Week 7	Midterm Exam
Week 8	Product Strategy
Week 9	Pricing Strategy
Week 10	Promotion Strategy
Week 11	Marketing Channel (Distribution)
Week 12	Services
Week 13	Sales
Week 14	Purchasing
Week 15	Exam

Delivery Plan (Weekly Lab. Syllabus) المنهاج الاسبوعي للمختبر	
Week	Material Covered
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	

Learning and Teaching Resources مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	Marketing Management/Business and Administration/Dr. Thamer Al-Bakri.	Yes
Recommended Texts		Yes
Websites		

Grading Scheme مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group	A - Excellent	امتياز	90 - 100	Outstanding

(50 - 100)				Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.				

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رئيس قسم إدارة الأعمال

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مدرس المادة
م.م قاسم فنجان

م.م وقاء سعيد حسن