**The Republic of Iraq**

**Ministry of Higher Education and Scientific Research**

**Scientific Supervision and Evaluation Authority**



**University: Shatt Al-Arab University**

**College: administration and economic college**

**Department: Business Administration**

**The second stage**

**Name of the three lecturers: Dr.** Hani Fadhil Al-Shawi

**Academic title:** Lecturer. Dr

**Qualification: Doctor of Philosophy in Business Administration**

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| Hani Fadhil Al-Shawi | **Name** |
| Hani\_Fadhil@sa-uc.edu.iq | **E-Mail** |
|  Marketing researches | **Subject** |
| the second course - the semester system | **annual decision** |
| Understanding the areas of benefit from Marketing researches in administrative practices Developing students’ mental abilities in the theoretical and research fields as it contains many case studies and forming a general understanding of them.Developing awareness about the areas of Marketing researches, its decisions, functions and goals, which contribute to developing the reality of administrative practices related to working individuals.  | **Article objectives** |
| The theoretical approach relates to basic concepts of Marketing researches , its systems, decisions, traditional and modern approaches, and risk prediction. | **M** |
| Marketing foundations and contemporary concepts Dr. Thamer Al-Bakry  | **Textbooks** |
| Topics, articles and research are used from websites on the Internet | **External sources** |
| Research is relied upon for all details of the approved source chapters and is taken into consideration when evaluating students  | **Additional information** |

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| **final exam** | **daily exams** | **Laboratory** | **Semester** | **class grades** |
| **60%** | **20%** | **-** | **20%** |

**weekly lesson schedule**

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| **Notes** | **Scientific material** | **Theoretical material** | **Date** | **Week** |
| Interpretation and analysis | Theoretical explanation |  **Basic Concepts of Marketing Information System** | 28/1/2025 | **1** |
| Interpretation and analysis | Theoretical explanation |  **Components of a marketing information system** | 4/2/2025 | **2** |
| Interpretation and analysis | Theoretical explanation |  **The concept, importance and objectives of the marketing research system, types and fields of marketing research** | 11/2/2025 | **3** |
| Interpretation and analysis | Theoretical explanation |  **Those interested and practicing marketing research** | 18/2/2025 | **4** |
| Interpretation and analysis | Theoretical explanation |  **Marketing research preparation steps** | 25/2/2025 | 5 |
| Interpretation and analysis | Theoretical explanation |  **Primary and secondary data** | 3/3/2025 | 6 |
| Interpretation and analysis | Theoretical explanation |  **Measuring variables in marketing research** | 10/3/2025 | 7 |
| Interpretation and analysis | Theoretical explanation | **Marketing research and the scientific method and methods of collecting marketing research data** | 17/3/2025 | 8 |
| Interpretation and analysis | Theoretical explanation |  **Questionnaire and interview** | 24/3/2025 | 9 |
| Interpretation and analysis | Theoretical explanation |  **Observation and experiment** |  31/3/2025 | 10 |
| Interpretation and analysis | Theoretical explanation |  **Marketing research sample design and types of samples** |  7/4/2025 | **11** |
| Interpretation and analysis | Theoretical explanation |  **Determining sample size and data tabulation methods** | 14/4/2025 | **12** |
| Interpretation and analysis | Theoretical explanation |  **Statistical analysis of the data** | 21/4/2025 | **13** |
| Interpretation and analysis | Theoretical explanation |  **Data documentation** |  28/4/2025 | **14** |
| Interpretation and analysis | Theoretical explanation | **Data documentation** |  5/5/2025 | **15** |