



Course Weekly Outline

Course Lecturer	Abo alhasan ali albandar			
e-mail	Abulhasan93333@gmail.com			
Title	marketing			
Course Coordinator	The first course			
Course Objective	The student's knowledge of economic matters in general and marketing and its main branches in particular, as marketing .is one of the main factors in raising economic growth			
Course Description	<p>It is related to developing specific skills and knowledge among students to enable them to enter the market and learn .about marketing in detail</p> <p>:These objectives are summarized in the following points</p> <p>.Understanding marketing and its branches –1</p> <p>Knowing the marketing environment –2</p> <p>Marketing management tasks –3</p> <p>Stages of production and product release –4</p> <p>Studying consumer behavior –5</p>			
Textbook	Marketing Basics D.sruor ali D.abdalmunham			
References	Principles of marketing			
Course Assessment	Term Exam	Project	Quizzes and Attendance	Final Exam
	30		10	60
General Notes				

Republic of Iraq
The Ministry of Higher Education and
Scientific Research
Supervision and Scientific Evaluation
Body



University: Shatt al-Arab University
College: College of Administration and
Economics
Department: Accounting
Stage: Second
Name of the lecturer: Aboalhasan ali
albandar
Scientific title: Assistant teacher
Academic qualification: Master's degree
Work location: Shatt al-Arab
University Academic qualification:
Master's degree
Work location: Shatt al-Arab

Week	Date	Topics Covered	Number of Hours	Notes
1	21/9/2024	Definition of marketing and what is the concept of marketing	Applications	
2	28/9/2024	The societal marketing concept	Applications	
3	5/10/2024	Marketing management	Applications	
4	12/10/2024	Marketing Environment	Applications	
5	19/10/2024	Marketing program (marketing mix)	Applications	
6	26/10/2024	Marketing information system	Applications	
7	2/11/2024	Marketing research design	Applications	
8-	9/11/2024	Probability sampling		
9	16/11/2024	Product	Applications	
10	23/11/2024	Product life cycle	Applications	
11	30/11/2024	pricing	Applications	
12	7/12/2024	Government contracting management	Applications	
13	14/12/2024	Commercial papers, concept, general provisions for commercial papers, jobs	Applications	
14	21/12/2024	Semester exam	Applications	
15	28/12/2024	Final semester exam		

Professor's signature
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Professor's signature

Prof. Dr. Abdel Karim Abdel Ghani