

The Republic of Iraq
Ministry of Higher Education and
Scientific Research
Scientific Supervision and Evaluation
Authority
Place of work: Shatt Al-Arab University



University: Shatt Al-Arab University
College: administration and
economic College
Department: Business
Administration
The Second stage
Name of the lecturers: Assistant prof
dr.Hani Fadhil Al-shawi

weekly lesson schedule

Name	Assistant prof dr.Hani Fadhil Al-shawi
E-Mail	Hani_Fadhil@sa-uc.edu.iq
Subject	Marketing Management
annual decision	the first course - the semester system
Article objectives	Understanding the areas of benefit from Marketing management 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 management, its decisions, functions and goals, which contribute to developing the reality of administrative practices related to working individuals.
M	The theoretical approach relates to basic concepts of Marketing management , its systems, decisions, traditional and modern approaches, and risk prediction.
Textbooks	Marketing foundations and contemporary concepts Dr. Thamer Al-Bakry
External sources	Topics, articles and research are used from websites on the Internet
Additional information	Research is relied upon for all details of the approved source chapters and is taken into consideration when evaluating students

class grades	Semester	laboratory	daily exams	final exam
	%20	–	%20	%60

weekly lesson schedule

Week	Date	Theoretical material	Scientific material	Notes
1	21/9/2024	The basic concepts of marketing and the importance and objectives of marketing	Theoretical explanation	Interpretation and analysis
2	28/9/2024	The basic concepts of the marketing environment and the characteristics of the marketing environment	Theoretical explanation	Interpretation and analysis
3	5/10/2024	Basic concepts of consumer behavior and theories that explain consumer behavior	Theoretical explanation	Interpretation and analysis
4	12/10/2024	The basic concepts of purchasing behavior of business organizations and the characteristics of purchasing behavior of business organizations	Theoretical explanation	Interpretation and analysis
5	19/10/2024		Theoretical explanation	Interpretation and analysis
6	26/10/2024	New products, existing product development, product differentiation and education	Theoretical explanation	Interpretation and analysis
7	2/11/2024	Pricing concept and objectives	Theoretical explanation	Interpretation and analysis
8	9/11/2024	Methods of setting	Theoretical	Interpretation and

		prices and the factors influencing them	explanation	analysis
9	16 /11/2024	The concept of promotion, its importance and objectives	Theoretical explanation	Interpretation and analysis
10	23/11/2024	Elements of the promotional mix and methods of preparing the promotion budget	Theoretical explanation	Interpretation and analysis
11	30/11/2024	The concept, importance, objectives and channels of distribution	Theoretical explanation	Interpretation and analysis
12	7/12/2024	Basic concepts of social responsibility and consumer rights	Theoretical explanation	Interpretation and analysis
13	14/12/2024	Basic concepts of green marketing and green marketing mix	Theoretical explanation	Interpretation and analysis
14	21/12/2024	Basic concepts of international marketing and strategies for entering international markets	Theoretical explanation	Interpretation and analysis
15	28/12/2024	Basic concepts of international marketing and strategies for entering international markets	Theoretical explanation	Interpretation and analysis

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DR. Hani Faddel Jummaa

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Head of Deptment

Dr Zain AlAbidean J. Mohammed