

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: M.M
QASEM FENJAN ABDUL ZAHRA
Academic title: Lecturer.MASTER in
Business Administration

Name	Qasem Fenjan ABDULZAHRA
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Subject	Marketing researches
annual decision	the second course - the semester system
Article objectives	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.
M	The theoretical approach relates to basic concepts of Marketing researches , 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	2025/1/28	Basic Concepts of Marketing Information System	Theoretical explanation	Interpretation and analysis
2	2025/2/4	Components of a marketing information system	Theoretical explanation	Interpretation and analysis
3	2025/2/11	The concept, importance and objectives of the marketing research system, types and fields of marketing research	Theoretical explanation	Interpretation and analysis
4	2025/2/18	Those interested and practicing marketing research	Theoretical explanation	Interpretation and analysis
5	2025/2/25	Marketing research preparation steps	Theoretical explanation	Interpretation and analysis
6	2025/3/3	Primary and secondary data	Theoretical explanation	Interpretation and analysis
7	2025/3/10	Measuring variables in marketing research	Theoretical explanation	Interpretation and analysis

8	2025/3/17	Marketing research and the scientific method and methods of collecting marketing research data	Theoretical explanation	Interpretation and analysis
9	2025/3/24	Questionnaire and interview	Theoretical explanation	Interpretation and analysis
10	2025/3/31	Observation and experiment	Theoretical explanation	Interpretation and analysis
11	2025/4/7	Marketing research sample design and types of samples	Theoretical explanation	Interpretation and analysis
12	2025/4/14	Determining sample size and data tabulation methods	Theoretical explanation	Interpretation and analysis
13	2025/4/21	Statistical analysis of the data	Theoretical explanation	Interpretation and analysis
14	2025/4/28	Data documentation	Theoretical explanation	Interpretation and analysis
15	2025/5/5	Data documentation	Theoretical explanation	Interpretation and analysis



Qasem Fenjan ABDULZAHRA



Head of Deptment

D.r Zain AlAbidean J. Mohammed

