



Brief course description- Course Plan Development and Updating Procedures\ Marketing Department	QF05/0409-3.0E
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Faculty	Business	Academic Department	Marketing	Number of the course plan (0504 )
Number of Major requirement courses	25	Date of plan approval		

This form is just for the major requirement courses

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504110	3	Principles of Marketing	---

Brief description:

This course includes an analytical study of the basic principles and concepts of marketing assets as it is one of the strategic activities of the business enterprise as well as studying the marketing environment and its impact on the marketing process and purchasing behavior. In addition to the importance of knowing the elements of the marketing mix (product, price, distribution, promotion).

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504121	3	Marketing Management	Principles of Marketing

Brief description:

This course focuses on the basic aspects of marketing activity management through analytical study of various administrative functions such as planning, organization, coordination, guidance and control. It also focuses on the practical aspects of marketing management in business by studying some practical cases in order to develop management skills in marketing.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504116	3	Sales Management	Principles of Marketing

Brief description:

This course focuses on the basic aspects of sales management through the analytical study of the various administrative functions of organizing and planning the sales activity and the planning of sales forces and methods of selection and appointment of sales representatives. It also focuses on the applied aspects of sales management in business organizations through the study of some practical cases in order to develop management skills in the field of sales management.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504115	3	Marketing Communications	Marketing Management

Brief description:

This course includes the basic concepts of marketing communications and the dimensions or elements they contain, as well as the role of each dimension or component in the design of the communications strategy and then its role in the strategy of shoppers, in addition to the role it plays in influencing consumers as well as different business organizations.

Brief course description- Course Plan Development and Updating Procedures\ Marketing Department	QF05/0409-3.0E
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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504214	3	Distribution Management	Marketing Management

## Brief description:

This course introduces students to the basic concepts related to distribution management. It includes clarifying all aspects related to how to develop, manage and evaluate the performance of distribution channels, and then shed light and introducing other aspects related to distribution management including physical distribution, distribution channels and services, international marketing channels. To serve the student in understanding the importance of the vital role of this activity within the modern concept of marketing.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504242	3	Industrial Marketing	Marketing Management

## Brief description:

This course introduces the student to the nature and nature of industrial marketing as a specialized marketing field in addition to classifications of industrial products, in addition to the analysis of patterns of demand for industrial products and the fragmentation of industrial markets, analysis of industrial purchasing behavior in addition to planning elements of the marketing mix of industrial products from the standardization, grading and integration of support services before and during And after-sale service. It includes production control and quality control TQM and the application of ISO 9000 system.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504241	3	Marketing of services	Marketing Management

## Brief description:

This course introduces the student to the basic concepts of the service and its marketing characteristics, in accordance with the modern marketing concept. It also aims to focus in depth on the most important models and systems that explain the mechanisms and means adopted by marketing men in marketing their services to the beneficiaries. The course also aims to study the characteristics of the marketing mix as the vital artery of the service marketing system.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504243	3	Marketing of Banking	Principles of Marketing

## Brief description:

This course includes some quantitative methods used in solving marketing problems, especially those related to market study, product problems, pricing and distribution methods as well as distribution and quantitative solving of these problems in order to develop an efficient marketing strategy, in addition to problems related to sales forecasting as an important factor in the design of marketing strategy. This is done on the basis of future sales expectations, as well as on linear software and its importance in marketing.

Brief course description- Course Plan Development and Updating Procedures\ Marketing Department	QF05/0409-3.0E
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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504322	3	Marketing Research	Marketing management
<p><b>Brief description:</b> This course introduces students to marketing research and assets to be taken into account when preparing successful marketing research, especially with regard to the rules of scientific methodology and scientific method, in order to develop students' scientific research skills and training them to do so.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504312	3	Consumer Behavior	Marketing management
<p><b>Brief description:</b> This course includes the basic concepts of consumer behavior, the most important economic and behavioral models that studied this behavior, modern models in consumer behavior, internal (psychological) and external factors affecting consumer behavior, stages of purchasing decision making, consumer behavior as an integrated interactive system, reference groups and their impact on behavior.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504327	3	Quantitative Methods in marketing	Business Mathematics
<p><b>Brief description:</b> This course introduces the concepts of quantitative methods / operations research / management sciences, which can be defined as "the application of mathematical models and mathematical analysis of management problems". The course focuses on quantitative applications of marketing problems.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504351	3	Computer Applications in Marketing	Introduction to (MIS)
<p><b>Brief description:</b> This course aims to introduce the student to the concept of information systems in the field of marketing, and to determine the nature of the data needed in the study of the market, processing and employment to serve the marketing decision, as well as knowledge of the nature of information systems for marketing mix as well as marketing decision support systems.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504334	3	Customer Relationship Management	Marketing management
<p><b>Brief description:</b> The course focuses on the importance of customer relationship management, and addresses the main methods adopted to attract and retain customers. And build a long-term relationship by meeting their needs and desires in a way that achieves the common and mutual interests between the seller and buyer.</p>			

Brief course description- Course Plan Development and Updating Procedures\ Marketing Department	QF05/0409-3.0E
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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504325	3	International Marketing (English)	Principles of Marketing (English)
<p><b>Brief description:</b> This course deals with the impact of economic, cultural, political, legal and other effects on the international environment. Identifies and analyzes worldwide marketing opportunities and examines product strategies, pricing, distribution and promotion.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504426	3	Retail Management	Marketing Management
<p><b>Brief description:</b> This course introduces the students to the basic concepts of retail management. According to the modern marketing concept, it provides the students the knowledge of different types of retailers and the difference between them. It also aims to focus in depth on the most important marketing mix strategies for retailers.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504431	3	E- Marketing	Marketing Management
<p><b>Brief description:</b> The course includes the basic concepts of e-marketing and the most important terms and practices contained in e-marketing as well as the benefits and advantages of e-marketing and stages of development of e-marketing and strategy and elements of the e-marketing mix in addition to the methods of e-marketing and the nature and importance of social networks.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504423	3	Marketing Strategies	Marketing Management
<p><b>Brief description:</b> This course introduces students to the process of strategic marketing planning, how to conduct environmental analysis, and the most important tools used in this analysis: target market strategies, strategic options for the organization, key marketing strategies, strategies related to elements of the marketing mix, marketing strategy control over different marketing activities.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504444	3	Pharmaceutical Marketing	Principles of Marketing
<p><b>Brief description:</b> This course introduces students to the marketing activities of pharmaceutical companies with a focus on the specificity of the pharmaceutical marketing mix. The course also deals with the scientific methodology used to market medical and pharmaceutical services directly related to the international</p>			

Brief course description- Course Plan Development and Updating Procedures\ Marketing Department	QF05/0409-3.0E
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industry.			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504341	3	Social marketing	Marketing Management
Brief description: This course introduces the student to the basic concepts of social marketing according to the modern marketing concept. It also provides knowledge of the importance of social marketing and the difference between it and other sciences. It aims to focus in-depth and detailed on the most important marketing mix strategies for social marketing.			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504345	3	Tourism marketing and Hospitality	Marketing Management
Brief description: This course includes raising the level of tourism and hospitality by attracting tourists and providing what is needed to meet their needs and desires.			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504446	3	Field Training	Passing (90 Hours)
Brief description: Field training is an amazing opportunity to apply the skills you've learned through your studies. The aim of practical <b>training</b> is to help students develop skills and abilities .			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504447	3	Graduation Project in marketing	Marketing Research Passing (90 Hours)
Brief description: Through the graduation research material, faculty members review the materials that help them in the field, and conduct a pilot test to enable them to pass the proficiency exam with high efficiency.			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504333	3	Practical Applications in Advertising	Marketing Management
Brief description: This course includes the practical aspects of advertising activity in a way that makes it stand out as a profession with its rules, assets and knowledge, in addition to developing and developing the student's skills in the field of artistic design of the advertisement and highlighting its creative abilities and how to use it in attracting the targeted consumers or organizations through the production of advertising in an attractive and effective way.			

Brief course description- Course Plan Development and Updating Procedures\ Marketing Department	QF05/0409-3.0E
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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504432	3	Personal Selling and Direct Marketing	Principles of Marketing
Brief description: The course aims at introducing students to the mechanisms, concepts and applications of personal selling as an effective dynamic activity by studying the leading modern models in managing the sales dialogue within a conceptual framework with the modern view of marketing and raising the selling skills of individuals.			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504413	3	Product Development and pricing	Marketing Management
Brief description: This includes introducing students to the importance of adopting contemporary institutions for the development of new products and to demonstrate the scientific methodology used in the process of developing new products from the emergence of ideas to convert them into products and present them to the market.			
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Approved by department council	Dr.Nafez Nimer Ali	Date of approval	
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