

Course Description Template: Marketing Management

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| 1. Course Name: | |
| Marketing Management | |
| 2. Course Code: | |
| WBA-21-03 | |
| 3. Semester/Year: | |
| First Course | |
| 4. Date of preparation of this description: | |
| 1/10/2024 | |
| 5. Available Forms of Attendance: | |
| Physical + electronic (when needed) | |
| 6. Number of Hours (Total) / Number of Units (Total): | |
| 3 Hours / 3 Units | |
| 7. Course Administrator Name | |
| Name: Eng. Ali Aziz Kalkawi Email: ali.aziz.kelkawi@uowa.edu.iq | |
| 8. Course Objectives | |
| <ul style="list-style-type: none"> Introducing the student to the basic concepts of marketing, its importance and its role in the success of organizations and economic activity. Develop the student's ability to analyze the marketing environment (internal and external) and identify opportunities and threats. Enable the student to understand the behavior of the end consumer, the industrial buyer, and the factors affecting purchasing decisions. Providing students with basic skills in marketing research and marketing information systems. Training the student on how to segment the market, select target markets, and determine the mental position of the product (STP). | <p style="color: red; font-weight: bold;">Course Objectives</p> <p style="color: red; font-weight: bold;">Tuition</p> |

9. Teaching and Learning Strategies

- Theoretical lectures supported by presentations and real-life examples.
- Class discussions and case study analysis of local and international companies.
- Project learning (preparation of short market reports and research).
- Use electronic and office resources to expand knowledge.

Strategy

10. Course Structure

Required Learning

| Week | Hours | | | | | |
|------|-------|-------------------------|------------------------------|---|--|---------|
| | | Oral questions | Lecture + Discussion | Chapter One: The Concept and Importance of Marketing Management. | Understand what marketing is, its evolution and its goals. | 6 1-2 |
| | | Classroom Participation | Lecture + Case Analysis | Chapter Two: Marketing Environment. | Analyze the components of the macro and micro marketing environment. | 6 3-4 |
| | | Short Test | Lecture + Workshop | Chapter Three: Marketing Information System and Marketing Research. | Recognize the importance of information in making marketing decisions. | 6 5-6 |
| | | First Test | Lecture + Discussion | Chapter Four: Consumer Behavior and Consumer Markets. | Understand the factors influencing the consumer's purchasing decision. | 6 7-8 |
| | | duty | Lecture + Examples | Chapter Five: Business Markets and Industrial Buyer Behavior. | Distinguish between consumer and industrial markets. | 6 9-10 |
| | | Short Report | Lecture + Practical Training | Chapter Six: Market Segmentation, Targeting, and Positioning (STP). | Apply the market segmentation steps and choose the appropriate segment. | 9 11-13 |
| | | Classroom Participation | Review + Exercises | General review of the course. | Review key concepts and marketing strategies. | 3 14 |
| | | Final exam | Writing / Attendance | Final exam. | A comprehensive assessment of the student's understanding of marketing principles. | 3 15 |

11. Course Evaluation

Distribution score of 100

A. Preparation and class participation: 10 marks

B. Short Tests and Assignments: 20 Marks

c. First Test (Mid-Semester): 20 marks

d. Final Exam: 50 marks Total score = 100 marks

12. Learning and Teaching Resources

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| <p>"Marketing Management" by Dr. Thamer Al-Bakri 2022.</p> <p>"Principles of Marketing" by Philip Kotler & Gary Armstrong - Considered the number one reference in marketing globally.</p> <p>American Marketing Association (ama.org)</p> <p>Websites and magazines that specialize in marketing such as "Harvard Business Review" and "Marketing Week."</p> | <p>Required Textbooks</p> |
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