

## Course Description Form Organization theory

<b>1. Course Name:</b>					
Marketing Department					
<b>2. Course Code:</b>					
Determined by the scientific department					
<b>3. Semester / Year:</b>					
2023/2024					
<b>4. Description Preparation Date:</b>					
21 /9/2025					
<b>5. Available Attendance Forms:</b>					
In-person + online (when needed)					
<b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>					
3 hours / 3 units					
<b>7. Course administrator's name (mention all, if more than one name)</b>					
Name: M.M. Karrar Ali Al-Ghazi Email: karrar.ali@uowa.edu.iq					
<b>8. Course Objectives</b>					
<b>Course Objectives</b>		<p>a) To teach students and provide them with the experience to understand the concept of marketing management.</p> <p>b) To teach them how to identify the marketing mix needs of organizations.</p> <p>c) To teach them how to motivate customers and increase profitability through customer satisfaction.</p> <p>d) To teach them how to improve working relationships between employees and customers in order to gain their support and increase market share.</p> <p>e) To teach them how to plan and organize work in line with the objectives of marketing organizations.</p>			
<b>9. Teaching and Learning Strategies</b>					
<b>Strategy</b>		<ul style="list-style-type: none"> <li>Using real-life case studies relevant to the student's field of study.</li> <li>Classroom discussions and feedback sessions.</li> <li>Daily quizzes, monthly and final exams, and homework assignments.</li> <li>Using illustrative, practical examples to enhance student understanding of the course material.</li> </ul>			
<b>10. Course Structure</b>					
<b>Week</b>	<b>Hours</b>	<b>Required Learning Outcomes</b>	<b>Unit or subject name</b>	<b>Learning method</b>	<b>Evaluation method</b>

1	3	An overview of marketing in general	Introduction to Marketing Management	a lecture	daily
2	3	Understanding the concept of pricing and the plans needed to determine it	The process of planning and implementing the pricing concept	a lecture	daily
3	3	Understanding the positive aspects of promotion	Promotional element.	a lecture	daily
4	3	To understand and learn about the importance of the distribution element in marketing	Distribution element	a lecture	daily
5	3	Addressing the knowledge of goods and their types	The concept of commodities	a lecture	daily
6	3	Gaining a clear understanding of the concept of services	Service concept	a lecture	daily
7	3	First month exam	First month exam	exam	exam
8	3	Understanding the method or way in which the energy market relationship is governed	Customer satisfaction in the energy market	a lecture	daily
9	3	Understanding and knowing the	SWOT analysis	a	daily

		basic components of SWOT analysis		lecture	
10	3	What is sales management?	Sales Management	a lecture	daily
11	3	Marketing planning steps	Marketing planning	a lecture	daily
12	3	Marketing organization concept	Marketing organization	a lecture	daily
13	3	Marketing performance monitoring	How to monitor marketing performance	a lecture	daily
14	3	The concept of global marketing	Global Marketing	a lecture	daily
15	3	Second month exam	Second month exam	exam	exam

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports ... etc

A. Classroom Preparation and Participation: 10 marks

B. Quizzes: 5 marks

C. Reports and Assignments: 5 marks

D. Monthly Test: 20 marks

E. Final Exam: 50 marks

F. Total = 100 marks

### 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)

There is no prescribed book.

Main references (sources)

"Principles of Marketing" and "Introduction to Marketing" by Philip Kotler.

Recommended books and references (scientific journals, reports...)

Book (Marketing Management, Thamer Al-Bakri, 2011).

Electronic References, Websites

Journals and scientific research on human resources management