



وزارة التعليم العالي والبحث العلمي
جامعة وارث الانبياء (عليه السلام)
كلية الادارة والاقتصاد

المقرر الدراسي

2027



توقيع السيد العميد

Course Description: Marketing Fundamentals

Course Name .1	
Marketing Fundamentals	
Course Code .2	
WBH-21-1	
Semester / Academic Year .3	
First Semester, 2026–2027	
Date of Preparation .4	
19 September 2026	
Usual Attendance Mode .5	
In-person attendance in lecture halls	
Total Contact Hours / Total Units .6	
hours / 6 units 6	
Course Coordinator (list all if more than one) .7	
Name: Assistant Lecturer Malak Thuwaini Rdaini Email: malak.thuwainy@uowa.edu.iq	
Course Objectives .8	
<ul style="list-style-type: none"> ● Identifying the fundamental concepts and principles of marketing and applying them within healthcare organizations. ● Understanding and analyzing patient needs, consumer behavior, and the factors that influence selection of healthcare services. ● Analyzing the marketing environment of healthcare organizations, including the needs of healthcare market and the competitive landscape. ● Applying the elements of the marketing mix—product, price, promotion, and place—to development and delivery of healthcare services in alignment with the needs of those who use them. ● Developing skills in communication and health promotion, building effective relationships with patients and users, and enhancing their satisfaction. ● Exploring contemporary trends in healthcare marketing, such as digital marketing, social media marketing, and customer relationship management (CRM). 	Course Objectives
Teaching and Learning Strategies .9	
<ul style="list-style-type: none"> □ Interactive lectures: Explaining concepts and marketing fundamentals, while linking them to the realities of business organizations. □ Solving applied problems: Training students to use modern management and marketing techniques to address challenges faced by organizations. □ Problem-based learning: Utilizing issues and case studies drawn from the business environment. □ In-class activities and discussions: Fostering critical thinking and teamwork. 	Strategy

☐ Self-directed learning: Assigning short tasks and reviewing supplementary materials via open-access resources.

Course Structure .10

Assessment Method	Teaching Method	Unit / Topic	Required Learning Outcomes	Hours	Week
Class participation	Interactive lecture	Introduction to Marketing	Define the concept and importance of marketing	3	1
+ Homework classroom activity	oretical explanation + case studies	Marketing Management	Explain the basic concepts and principles of marketing	3	2
Quiz	ecture + practical business examples	Marketing Strategies	Analyze the marketing environment and identify opportunities and threats	3	3
Applied assignment (case study)	discussion of practical cases lecture	Market Segmentation	Apply market segmentation, target and positioning	3	4
+ Quiz participation	ecture + real-life examples	Marketing Environment	Analyze internal and external factors affecting marketing activities	3	5
Comprehensive + e homework class participation	ass lecture + group review	Marketing Information Management	Identify marketing research methods and information sources	3	6
+ Lecture participation	Lecture	Product	Explain product strategies and brand management	3	7
Short + assignment participation	Practical examples discussion	Services	Understand the importance and characteristics of services	3	8
+ Lecture discussion	Lecture + discussion	Marketing Communications	Understand the marketing communications process and promotional mix	3	9
Midterm examination	Comprehensive review previous exam questions	Examination	Demonstrate learned marketing skills in the examination	3	10
+ Quiz participation	ecture + practical examples	Marketing Channels	Explain distribution channels and select appropriate alternatives	3	11
+ Homework participation	Theoretical explanation group activities	Consumer Markets	Explain consumer behavior and the factors influencing it	3	12
Mini-project report / case study) + class activity	discussion of practical cases lecture	E-Marketing	Explain the concepts and tools of e-marketing	3	13
Comprehensive + e assignment class participation	Lecture + discussion	International Marketing	Explain the concepts and tools of international marketing	3	14
Final examination	Comprehensive review previous exam questions	Examination	Demonstrate learned marketing skills in the examination	3	15

Course Assessment .11

The 100 marks are distributed according to assigned tasks, including daily preparation, daily and .oral tests, monthly and written examinations, reports, etc

A. In-class assignments: 10 marks

B.Quizzes: 10 marks

C.Reports: 10 marks
D. Homework: 10 marks
E. Midterm examination: 10 marks
F. Final examination: 50 marks
Total: 100 marks

Learning and Teaching Resources .12

.No specific textbook is prescribed	Required Textbooks (if applicable)
.Al-Bakri, Thamer Yasser. Marketing Management, 2020	Main References
Recommended current books and references, including scientific journals and reports.	Recommended Books and References (.journals, reports, etc)
Various electronic scientific articles and references, including the Scientific Journal of the College of Economics and Commerce	Electronic References and Websites

