

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Marketing principles -Level 1

Module Information				
معلومات المادة الدراسية				
Module Title	Marketing principles		Module Delivery	
Module Type	Basic		☒ Theory ☒ Lecture ☐ Lab ☒ Tutorial ☐ Practical ☒ Seminar	
Module Code				
ECTS Credits				
SWL (hr/sem)	4			
Module Level	2	Semester of Delivery		1
Administering Department	TBM	College	TCMM	
Module Leader	Wijdan Hasan Hamoody		e-mail	wijdanhassan@ntu.edu.iq
Module Leader's Acad. Title	Asis.Professor		Module Leader's Qualification	Ph.D.
Module Tutor	Wijdan Hasan Hamoody		e-mail	wijdanhassan@ntu.edu.iq
Peer Reviewer Name	Dr. Fatema		e-mail	
Scientific Committee Approval Date	1/8/2024		Version Number	1.0

Relation with other Modules				
العلاقة مع المواد الدراسية الأخرى				
Prerequisite module	None		Semester	
Co-requisites module	None		Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

Module Objectives أهداف المادة الدراسية	- Students will learn what marketing management is in terms of historical development and concept. - Students will learn what marketing characteristics and strategies are. - Students will be able to study the market and analyze demand. - Students will be able to identify the best methods and models to follow to achieve a marketing mix that keeps pace with and is compatible with the environment and the business organization.
Module Learning Outcomes مخرجات التعلم للمادة الدراسية	- Developing the student's ability to correctly and effectively apply how to manage the marketing function and its mutual relations with other departments in the organization. - The student acquires a scientific and practical background regarding how to manage marketing and apply its principles and strategies and deal with market variables in organizations. - Preparing the student to practice marketing management functions in various public and private organizations and organizing them in the correct scientific manner to achieve success for the organization in various local and global markets. - The student is able to explain the principles and basics of marketing management to achieve success and continuity in the organization.
Indicative Contents المحتويات الإرشادية	Introduction to Marketing (12 Hours) - Historical Development of Marketing - The Relationship of Marketing to Other Departments in the Organization - The Difference Between Traditional Marketing and Modern Marketing. What is marketing (12 Hours) - Marketing Concept - Importance and Objectives of Marketing Management - Marketing Efficiency Environmental analysis (12 Hours). - Marketing Environment Concept - Marketing Objective - Defining Target Group - Industrial Customer Market segmentation (18 Hours). - The concept of market segmentation and its importance. - Steps of the market segmentation process. - Justifications and types of market segmentation. - Market segmentation strategies. Purchasing steps for consumer and industrial customers (14 Hours). - Purchasing concept - Purchasing decisions - Factors affecting purchasing - Steps in making a purchasing decision - Purchase motives. What is the market (12 Hours). - Market concept.

	○ The importance of market segmentation ○ Types of markets. ○ Planning for marketing objectives. 7. Sales Analysis (18 Hours) ○ Sales Estimation Methods. ○ Sales Forecasting. 8. The importance of information systems (18 Hours) ○ The concept of marketing information systems. ○ Contributions of marketing information systems in improving activities 9. Market research (18 Hours) ○ Market Research Concept ○ Steps of the Market Research Process ○ Methods Used in the Market Research Process 10. Marketing mix (14 Hours) ○ The concept of marketing mix. ○ Marketing mix activities. ○ The importance of marketing mix. Theoretical lectures required for the course. Using modern scientific methods in presenting lectures (data show). Total hrs = 150 = SSWL - (Exam hrs) = 150 - 2 = 148 hr (Time table hrs x 15 weeks)
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Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	• Lectures: 4 hours per week to cover theoretical aspects.

Student Workload (SWL) الحمل الدراسي للطلاب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) (Lecture+Labs) الحمل الدراسي المنتظم للطلاب خلال الفصل	78	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	30
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	72	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	3
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	150		

Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	5 and 10	LO #1, #2 and #3, #8
	Assignments	2	10% (10)	4 and 12	LO #3, #4 and #6, #7
	Projects / Lab.	1	10% (10)	13	All
	Report				
Summative assessment	Midterm Exam	2hr	10% (10)	7	LO #1 - #7
	Final Exam	3hr	60% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	Material Covered
Week 1	Introduction to Marketing
Week 2	What is marketing
Week 3	Environmental analysis
Week 4	Market segmentation
Week 5	Purchasing steps for consumer and industrial customers
Week 6	What is the market
Week 7	Sales Analysis
Week 8	The importance of information systems
Week 9	Market research
Week 10	Marketing mix
Week 11	commodity mix
Week 12	Packaging
Week 13	distribution
Week 14	Promotion

Week 15	Applications from the Iraqi environment
Week 16	Final Exam

Delivery Plan (Weekly Lab. Syllabus) المنهاج الاسبوعي للمختبر	
	Material Covered
Week 1	Case studies
Week 2	Case studies
Week 3	Case studies
Week 4	Case studies
Week 5	Case studies
Week 6	Case studies
Week 7	Case studies

Learning and Teaching Resources مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	Kotler and Keller -Marketing Management, 14Th Edition, Prentice-Hall (2012)	Yes
Recommended Texts	Philip Kotler & Gary Armstrong , Principles of Marketing , 16th edition ,Pearson Inc. (2016)	YES
Websites		

Grading Scheme مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.