

Course Description Template

(Approved based on the twinning agreement with the University of Karbala – Faculty of Business Administration / Department of Business Administration)

University Name: Warith Al-Anbiya University

College/Institute: College of Administration and Economics

Scientific Department: Department of Business Administration

Curriculum: Bologna Track for the Second Stage

MODULE DESCRIPTION FORM

Sample course description

Module Information				
Course Information				
Module Title	Marketing Management		Module Delivery	
Module Type	Basic		<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar	
Module Code	BA2101			
ECTS Credits	6			
SWL (hr/sem)	150			
Module Level	UGx11	1	Semester of Delivery	1
Administering Department	Administration		College	Collage of Administration and Economics
Module Leader	Eng. Ali Aziz Mohammed		e-mail	
Module Leader's Acad. Title	Assistant Lecturer		Module Leader's Qualification	
Module Tutor			e-mail	
Peer Reviewer Name			e-mail	
Scientific Committee Approval Date			Version Number	

Relation with other Modules

Relationship with other subjects

Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

Course Objectives, Learning Outcomes, and Instructional Contents

<p>Module Objectives</p> <p>Course Objectives</p>	<ol style="list-style-type: none"> 1- Developing students' skills in the field of business administration in general. 2- Developing students' skills in the specialization of marketing management in particular. 3- Finding the necessary expertise in the specialization of business administration and providing it to the community as individuals and organizations. 4- Preparing students to obtain distinguished career opportunities through training for different tracks in the main and sub-disciplines and training them on various computer applications in the field of business administration in general and marketing management in particular. 5- Providing a distinguished educational environment for the department's students, faculty members, and researchers that keeps pace with the applicable in international universities. 6- Serving the community through development and training with the private sector to improve the social environment and open the field of education and training to all those who wish. 7- Developing administrative and leadership skills, teamwork and decision-making for all the staff of the department, including students, teachers and administrators. 8- Seeking to bring administrative expertise and everything new in the field of business administration in general and marketing management in particular through organizing and holding scientific conferences and seminars.
<p>Module Learning Outcomes</p> <p>Learning Outcomes for the Course</p>	<ol style="list-style-type: none"> 1- Definition of the concept of the course (study material). 2- Students are explained the characteristics of the course. 3- The content of the course should be shown to the students. 4- Solving administrative and marketing problems. 5- Explain to the students some theories about the course. 6- The policies adopted by the course shall be determined for the students. 7- It gives students examples of other people's experiences.

<p>Indicative Contents</p> <p>How-to Contents</p>	<p>The following main topics will be addressed in the first course:</p> <ol style="list-style-type: none"> 1- Introduction to Marketing Management. 2- Marketing Environment. 3- Marketing Strategies and Market Segmentation. 4- Consumer Markets and Purchasing Behavior. 5- The market of business organizations and their purchasing behavior. 6- First Month Exam. 7- Marketing Mix. 8- Product & Service 9- Marketing Communications (Promotion). 10- Pricing. 11- Distribution (location). 12- Global Marketing (International) 13- Second Month Exam. 14- Sales. 15- Purchases.
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<p>Learning and Teaching Strategies</p> <p>Learning and Teaching Strategies</p>	
<p>Strategies</p>	<p>Basic Learning Strategies :</p> <ol style="list-style-type: none"> 1- Giving lectures to students in the classroom. 2- Use of the school board. 3- Asking questions to students and asking them to solve them. 4- Participation of students in solving problems in the classroom. 5- Assigning students to homework. 6- Assigning students to make reports related to solving specific administrative and marketing problems.

<p>Student Workload (SWL)</p> <p>The student's academic load is calculated for 15 weeks</p>			
<p>Structured SWL (h/sem)</p>		<p>Structured SWL (h/w)</p>	
<p>Student's regular academic load during the semester</p>	<p>63</p>	<p>Regular Academic Load of the Student Weekly</p>	<p>4.1</p>

Unstructured SWL (h/sem) Student's irregular academic load during class	87	Unstructured SWL (h/w) Student's irregular academic load per week	5.9
Total SWL (h/sem) The student's total academic load during the semester	150		

Module Evaluation

Assessment of the course

As		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	5 and 13	All
	Assignments	2	10% (10)	2 and 14	All
	Discussions	1	10% (10)	Continuous	All
	Report	1	10% (10)	15	All
Summative assessment	Midterm Exam	1hr	10% (10)	9	All
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

Theoretical Weekly Curriculum

Week	Material Covered
Week 1	Introduction to Marketing Management
Week 2	Marketing Environment
Week 3	Marketing Strategies and Market Segmentation
Week 4	Consumer Markets and Purchasing Behavior
Week 5	The market of business organizations and their purchasing behavior
Week 6	First exam

Week 7	Marketing mix
Week 8	Products (Goods and Services)
Week 9	Marketing Communications (Promotion)
Week 10	Pricing
Week 11	Distribution (Location)
Week 12	Global Marketing (International)
Week 13	Second Exam
Week 14	Sales
Week 15	Procurement
Week 16	

Delivery Plan (Weekly Lab. Syllabus)

Weekly Laboratory Curriculum

Week

	Material Covered
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	

Learning and Teaching Resources

Learning and Teaching Resources

	Text	Available in the Library?
Required Texts	Al-Bakri, Thamer Yasser, Marketing Management, 2010	No. Provided by the professor
Recommended Texts	None	
Websites	There isn't any	

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Grading Scheme
Grading Chart

Group	Grade	Recognition	Marks %	Definition
Success Group (50 - 100)	A - Excellent	Privilege	90 - 100	Outstanding Performance
	B - Very Good	Very good	80 - 89	Above average with some errors
	C - Good	Good	70 - 79	Sound work with notable errors
	D - Satisfactory	Medium	60 - 69	Fair but with major shortcomings
	E - Sufficient	Acceptable	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	Deposit (in processing)	(45-49)	More work required but credit awarded
	F – Fail	Failure	(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.