



Module (Course Syllabus) Catalogue 2022-2023

College/ Institute	Erbil Technical Management College	
Department	Business Administration – Evening	
Module Name	Management Marketing	
Module Code	EMP404	
Degree	Technical Diploma <input type="checkbox"/>	Bachelor <input checked="" type="checkbox"/>
	High Diploma <input type="checkbox"/>	Master <input type="checkbox"/> PhD <input type="checkbox"/>
Semester	3	
Qualification	M.A	
Scientific Title	Lecturer	
ECTS (Credits)	8	
Module type	Prerequisite <input type="checkbox"/>	Core <input type="checkbox"/> Assist. <input type="checkbox"/>
Weekly hours		
Weekly hours (Theory)	(5) hr Class	(5)Total hrs Workload
Weekly hours (Practical)	() hr Class	()Total hrs Workload
Number of Weeks	16	
Lecturer (Theory)	Kamal Mohammed Abdullah	
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Lecturer (Practical)	Kamal Mohammed Abdullah	
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Evaluation	Task		Weight (Marks)	Due Week	Relevant Learning Outcome
	Paper Review				
	Assignment	Homework	10%	4	
		Class Activity	2%	12	
		Seminar	8%	1	
		Essay	8%	1	
	Quiz		8%	4	
	Midterm Exam		24%		
	Final Exam		40%		
	Total		100%		
Specific learning outcome:	1- Student will be able to how to sale . 2- Student will be able to depending skills of working. 3- Students adopting personal information on the marketing process 4- Preparing students how to spread or expand my work				
Course References:	<ul style="list-style-type: none"> - Google sketchup.com - Google Rhino cero.com 				
Course topics (Theory)		Week	Learning Outcome		
Sale goods and services .		1	What is marketing and management of marketing , define marketing , define management marketing & concept of management marketing ,		
Filling and covering products.		2	<i>Marketing and Marketing Management Process</i> Marketing functions and their characteristics Marketing's role - facilitating exchange in society		
How increasing number of consumer .		3	The Strategic Role of Marketing Corporate, business and marketing strategies –		

		<p>different issues at different organizational levels</p> <p>Strategic decisions at the corporate and the business unit level</p>
<p>How control marketing problem human problem and how behavior during problem for example down price by other company have same goods and services .</p>	4	<p>Analyzing the Marketing Environment</p> <p>Characteristics of the marketing environment</p> <p>Critical component of the marketing environment</p> <p>Strategic environmental issue management</p> <p>Consumer Markets and Buying Behavior</p> <p>Consumers' purchasing decisions</p> <p>The high- and low-involvement decision-making process</p> <p>Psychological, personal and social influences on consumer decision-making processes</p>
<p>How planning for all marketing process.</p>	5	<p>Organizational Markets and Buying Behavior</p> <p>Comparing organizational and consumer markets</p> <p>Goods and services purchased by organizational buyers</p> <p>Organizational buying behavior and decision-making processes</p> <p>The importance and scope of organizational markets</p>

Prepared research for planning by collection data and analysis data .	6	What is 4ps (price , promotion)
Improve business for control all markets.	7	, production, place or distribution
Prepared practically report and seminars.	8	Define and concept of consumer
How safety username or get to international marketing process .	9	Electronic marketing and holding.
Online marketing	10	Who safe of consumer? law, journalists , police and personality of consumer .
Holding management and holding safety	11	Sales representative concept and define and measure of accepted sales representative , company how prepared sales representative for working and get to target
Sale goods and services .	12	Filling and covering products ,
Filling and covering products.	13	Environment of marketing
How increasing number of consumer .	14	Holding management and holding safety

Questions Example Design

1. Compositional: for example:

Define this words (marketing, management of marketing, consumer)

2. True or false type of exams: for example:

1. Multiple choices: for example:

Write about this following tenses : (70 to 100 words)

Management marketing.

Function of marketing.

2. Gaps for example:

Management marketing its science (human , physical , natural ,old).

Sale representative person need..... about marketing process (information, money , car , mobile)

Extra notes:

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The student's obligation must be clearly informed students of the following:

Students will be engaged in discussions and analyzing cases and make a presentation.

Students may be called upon to write reports and do researches.

Students are required to attend the class throughout the year.

