Kurdistan Region Government Ministry of Higher Education and Scientific Research Erbil Polytechnic University





# 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			Bachelor 🗸		
	High Diploma	Mas	ter	PhD		
Semester	3					
Qualification	M.A					
Scientific Title	Lecturer					
ECTS (Credits)	8					
Module type	Prerequisite	Core		Assist.		
Weekly hours						
Weekly hours (Theory)	( 5 ) hr Class	(5	)Tota	al hrs Wor	kload	
Weekly hours (Practical)	( ) hr Class	(	)Total	hrs Work	load	
Number of Weeks	16					
Lecturer (Theory)	Kamal Mohammed Abdullah					
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Lecturer (Practical)	Kamal Mohammed Abdullah					
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## **Course Book**

Course Description	This course provides an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development, promotion planning, distribution and pricing special during any risk for example during coronaviruses. It provides an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control. The latter part of the program examines the process of marketing management in different sectors of Kurdistan economy.
Course objectives	<ul> <li>Acquired level of skills and know-how:</li> <li>Y Appreciate the holistic role of marketing in a firm</li> <li>Y Distinguish between the specific nature of different markets, goods and services</li> <li>Y Understand the theories and practices behind the marketing mix variables</li> <li>Y Develop knowledge of and skill in the operating techniques of the marketing management cycle processes</li> <li>Y Examine the marketing context of relevant sectors in the Kazak economy</li> <li>Required background of students (entry level):</li> <li>The students must know the principles of Micro- and • Macroeconomics, Theory and practice of Management and Statistics.</li> </ul>
Student's obligation	in this course student learning how get to successful business man for prepared daily life needs and improve role for development economic of country for private sector or by private work
Required Learning Materials	Laptop , PowerPoint program , word program, date show , electronic book, hard book and some products for example cover of milk powder with another products

		Task		ight arks)	Due Week	Relevant Learning Outcome
	I	Paper Review				
	A	Homework	ork 10%		4	
	Assignment	Class Activity	2%		12	
Evaluation	nme	Seminar	8%		1	
Evaluation	ent	Essay	8%		1	
	Qui	Z	8%		4	
	Midter		24%			
	Final Exam		40%			
Total		al	100%			
Specific learning outcome:	<ol> <li>Student will be able to how to sale .</li> <li>Student will be able to depending skills of working.</li> <li>Students adopting personal information on the marketing process</li> <li>Preparing students how to spread or expand my work</li> </ol>					
Course References:	<ul> <li>Google sketchup.com</li> <li>Google Rhino cero.com</li> </ul>					
<b>Course topics (Theor</b>	ry)	Week	κ.		Learning	Outcome
Sale goods and services .			1	marke manag	ting , define m	nd management of arketing , define ing & concept of ing ,
Filling and covering products			2	Marke	eting and Mari gement Proce	keting
					eting functions cteristics	s and their
					eting's role - fa nge in society	
How increasing numb	er of		3	-	The Strategic	Role of Marketing
consumer .				Corpo marke		ness and egies –

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

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

### 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:**

## **Extra notes:**

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.

## **External Evaluator**

**The Course Catalogue reviewed by** Asst. Lecturer Hussein Ahmad Mustafa MSc. Business Administration. Salahaddin University- Erbil Email: <u>hussein.mustafa@su.edu.krd</u> 07504068474