
Course Book

Course Book		
Course Title	Marketing	
Department	Business administration	
Course Coordinato		
Email	Blesa.ibrahim2@sul icihan.com	Office Place
Class Hours	3 hour	
Office Hours		
Course Type	Theatrical	
Academic Year	2023- 2024	
Keywords	Marketing strategies, Marketing plan, marketing program, marketing Mix,.....	
Teacher's Academic Profile		
Blesa Ibrahim mohammed , lecture ,9 years experience at teaching methods ,studied master at faith university in twrkey 2014		
Course Overview		
<p>Marketing Management (MM) it's a process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:</p> <ol style="list-style-type: none"> (1) identification, selection and development of a product, (2) determination of its price and Marketing mix (3) selection of a distribution channel to reach the customer's place (4) development and implementation of a promotional strategy. <p>For example, new Apple products are developed to include improved applications and systems, are set at different prices depending on how much capability the customer desires, and are sold in places where other Apple products are sold.</p>		

Course Objectives

11. Course objective:

The group of goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame. A company's marketing objectives for a particular product might include increasing product awareness among targeted consumers, providing information about product features, and reducing consumer resistance to buying the product.

- Some examples of marketing objectives which meet these criteria would be:
 1. Increase company sales by 25% by 2016
 2. Achieve a market share of 30% for Product C within 3 years of launch
 3. Increase the percentage of customers who rate service as "excellent" from 80% to 85% within 18 months
 4. Business Benefits of Setting Marketing Objectives.

Student's Obligation

- 1) participation
- 2) case study
- 3) homework
- 4) presentation

Forms of Teaching

Class time is primarily devoted to lectures, using PowerPoint presentation, also data show will be used in the lecture

Assessment Scheme

- **Mid Semester Exam** **30%**
- **Activities & quizzes** **10%**
- **Final Exam of Semester** **60%**

Course Teaching and Learning Activities

Upon completion of this subject, students should have sufficient knowledge to do all the following :

- Predict the impact of a change in one component of the inter-related marketing management and distribution decisions on another component of that triad
- Select and defend the use of appropriate models for valuing assets and opportunities.
- Explain how theoretical concepts affect marketing decisions and strategies.
- Formulate and logically defend a position in regard to current issues, such as corporate control and governance, which confront corporations today.

Course Policy

. Examinations:

1. *Compositional:* In this type of exam the questions usually starts with Explain how,

What are the reasons for...?,Why...?, How....?

With their typical answers

Examples should be provided

2. *True or false type of exams:*

In this type of exam a short sentence about a specific subject will be provided, and then students will comment on the trueness or falseness of this particular sentence.

3. *Multiple choices:*

In this type of exam there will be a number of phrases next or below a statement, students will match the correct phrase.


Examples should be provided.

Different teaching techniques will be used to reach the objectives of our semester of this year (2023-2024).

Learning Outcome

Upon completion of this subject, students should have sufficient knowledge to do all the following :

- Predict the impact of a change in one component of the inter-related marketing management and distribution decisions on another component of that triad
- Select and defend the use of appropriate models for valuing assets and opportunities.
- Explain how theoretical concepts affect marketing decisions and strategies.
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Weeks	Topics /Chapters	Course Requirements
1)	Topic 1 : Marketing Management	
2)	Topic2: Marketing environment & planning	
3)	Topic3: Marketing research	
4)	Topic4: Segmentation, Targeting & Positioning	
5)	Topic5: Marketing Mix , Product, price ,place ,promotion	
6)	Topic 6 : Customer behavior Topic 7: Viral marketing	
		

Course Reading List and References

Course Reading List and References:

- Francese, Enrico (2013). "Usage of Reference Management Software at the University of Torino". J LIS.it. University of Florence. 4 (1). doi:10.4403/jlis.it-8679. Retrieved 2016-09-09.
- Jump up ^ Meredith, Sandra (2013-01-21). "Critical review of referencing software when used with OSCOLA". European Journal of Law and Technology. 4 (1). doi:10.2139/ssrn.2184098. ISSN 2042-115X.

Peer Review

I have read the content of the current course. I certify that the course is well designed and suits the subject.

Department of Business Administration
College of Administration and Financial
science University of Cihan - Sulaimaniya
Subject: Marketing Management
Lecturer's Name: Blesa Ibrahim
mhammed Semester: 2st, Stage: TWO
Academic Year:

2023/2024 Course Book