



CIHAN UNIVERSITY-SULAIMANIYA

Course Outline

2025-2026

**Address: Chwarchra-Opposite to Family Mall
Sulaymaniyah City
Kurdistan Region-Iraq
Tel: 07714695656,
email: presidency@sulicihan.edu.krd**

MODULE DESCRIPTION FORM

Module Information			
Module Title	Principle of marketing		
Module Type	Degree	<input type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar <input type="checkbox"/> Report <input type="checkbox"/> Extra activity	
Module Code			
Language	English		
ECTS Credits	6		
Module Level		Semester of Delivery	1 st Semester
Administering Department	Business administration	College	Business administration
Lecturer	Basoz Tofiq Ahmed		
Academic Title	Assistant lecture	Qualification	Business administration
Module Tutor	Basoz Tofiq Ahmed	e-mail	Basoz.ahmed@sulicihan.edu.krd
Peer Reviewer Name		e-mail	
Scientific Committee Approval Date		Version Number	
Cycle of Study	Bachelor	Form of Education	Full time

Relation with other Modules			
Prerequisite module	Man2	Semester	
Co-requisites module		Semester	



Department: Business administration

Discipline: Principle of marketing

Stage:2

Total Contact Hours:	40
Total Self Study Hours:	95
Total No. Hours:	135
ECTS:	5

No. of Weeks	Contact Hours					Self-Study					
	Theoretical	Practical	Lab	Project	Visit	Quiz	Reading	Assignment	Report	Midterm Exam.	Final Exam.
1 st Week (Registration)	-	-	-	-	-	-	-	-	-		
2 nd Week	2	1	-	-	-	-	1	-	-		30
3 rd Week	2	1	-	-	-	-	1	1	-		
4 th Week	2	1	-	-	-	4	2	-			
5 th Week	2	1					2	1			
6 th Week	2	1					2		5		
7 th Week	1	2				4	2				
8 th Week	2	1					2			17	
9 th Week	2	1					2				
10 th Week	2	1					2	1			
11 th Week	2	1					2	1			
12 th Week	2	1				4	2	1			
13 th Week	2	1					2	1			
14 th Week	2	1					1				
15 th Week (Pr. Final Ex)	25	15				12	25	6	5	17	
16 th Week (Final Exam.)											
TOTAL											

Delivery Plan (Weekly Syllabus)

Weeks	Module Content – Theory
Week 1	<p>First Week Lecturing: Introduction to Marketing</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Definition of marketing 2. Core concepts (needs, wants, demands) 3. The m 4. marketing process <ul style="list-style-type: none"> • The importance of marketing in business
Week 2	<ol style="list-style-type: none"> 1. Lecture 2: Marketing Mix (4Ps) a 2. The 4Cs of marketing. 3. 7 Ps of Marketing Mix <p>(Product Price Place Promotion) (Customer, Cost, Convenience, Communication)</p> <ul style="list-style-type: none"> • (People, Process, Physical Evidence)
Week 3	<p>Lecture 3: (STP MARKETING) (Segmentation, Targeting, Positioning)</p> <ol style="list-style-type: none"> 1. Market Segmentation 2. Targeting 3. Positioning
Week 4	<p>Lecture 4: Introduction to Marketing Plans SMART and SWOT Analysis</p> <ol style="list-style-type: none"> 1. Define specific, measurable, achievable, relevant, and time-bound marketing objective 2. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) <ul style="list-style-type: none"> •
Week 5	<p>Lecture 5: Marketing Environments</p> <ol style="list-style-type: none"> 1. Microenvironment and Macroenvironment 2. Micro and macro-environment 3. PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal factors) <ul style="list-style-type: none"> •
Week 6	<p>Lecture 6: Product Life Cycle</p> <p>Stages: Introduction, Growth, Maturity, Decline</p>
Week 7	<ol style="list-style-type: none"> 1. Lecture 7: Lecture 6: Branding and Packaging 2. What is branding? 3. Importance Of Branding 4. The Branding Process: 5. The Components of a Brand Strategy <p>Packaging</p> <p>Definition of Packaging Characteristics of Good Packaging Functions of Packaging Types of Packaging</p> <ol style="list-style-type: none"> 6. Types of Packaging Material <ul style="list-style-type: none"> •
Week 8	Midterm Exam
Week 9	<p>Lecture 8: Pricing Strategies</p> <ol style="list-style-type: none"> 1. What is pricing?

	<ol style="list-style-type: none"> 2. Types of pricing 3. Objectives of Pricing 4. Importance of pricing <ul style="list-style-type: none"> •
Week 10	<p>Lecture 9: Introduction to Marketing Research</p> <ol style="list-style-type: none"> 1. Definition and Importance of Marketing Research: 2. Types of Marketing Research: 3. The Marketing Research Process: 4. Data Collection Methods: <ul style="list-style-type: none"> • Ethics in Marketing Research
Week 11	<p>Lecture 10: Digital Marketing Basics</p> <ol style="list-style-type: none"> 1. Key Components 2. Search Engine Optimization (SEO). 3. Social Media Marketing. 4. Content Marketing. <ul style="list-style-type: none"> • Email Marketing
Week 12	<p>Lecture 11: Marketing ethic and International Marketing</p> <ol style="list-style-type: none"> 1. Introduction to Marketing Ethics 2. Principles of Ethical Marketing 3. Ethical Issues in Marketing 4. Case Study: Ethical 5. Introduction to International Marketin 6. Challenges of International Marketing 7. Strategies for Entering International Markets <ul style="list-style-type: none"> • Adapting the Marketing Mix for International Markets
Week 13	<p>Lecture 12: Green Marketing</p> <ol style="list-style-type: none"> 1. Sustainability in Marketing 2. Eco-Friendly Product Development 3. Successful Green Marketing Campaigns <ul style="list-style-type: none"> •
Week 14	<p>Lecture 13: Customer Relationship Management (CRM)</p> <ol style="list-style-type: none"> 1. Definition and Importance 2. What is CRM, and why is it essential for businesses? 3. Benefits of CRM Systems 4. Customer retention, loyalty programs, data management, and personalized marketing. 5. Types of CRM Tools 6. Operational, analytical, and collaborative CRM tools. 7. How to Build and Maintain Strong Customer Relationships 8. Customer feedback, engagement, and after-sales services. <ul style="list-style-type: none"> •
Week 15	<p>Lecture 14: Consumer Behavior</p> <ol style="list-style-type: none"> 1. Understanding Consumer Behavior 2. Factors Influencing Consumer Behavior 3. The Buyer Decision Process 4. How Marketers Can Influence Consumer Behavior <ul style="list-style-type: none"> •
Week 16	1 st Trial - Final Examinations – T

Delivery Plan (Weekly Lab. Syllabus)

	Material Covered
Week 1	First Week Lecturing: Introduction to Marketing
Week 2	Lecture 2: Marketing Mix (4Ps) a
Week 3	Lecture 3: (STP MARKETING) (Segmentation, Targeting, Positioning)
Week 4	Lecture 4: Introduction to Marketing Plans SMART and SWOT Analysis
Week 5	Lecture 5: Marketing Environments
Week 6	Lecture 6: Product Life Cycle
Week 7	Lecture 7: Lecture 6: Branding and Packaging
Week8	Mid-Term Exam
Week9	Lecture 8: Pricing Strategies
Week 10	Lecture 9: Introduction to Marketing Research
Week 11	Lecture 10: Digital Marketing Basics
Week 12	Lecture 11: Marketing ethic and International Marketing
Week 13	Lecture 12: Green Marketing
Week 14	Lecture 13: Customer Relationship Management (CRM)
Week 15	Lecture 14: Consumer Behavior
Week 16	Final Exam

Module Aims, Learning Outcomes and Indicative Contents

Module Objectives	<p>The course will provide the participants with an understanding of various Marketing principles, concepts, tools, and their application in concrete business situations. It will create an appreciation of the value of Marketing in the competitive marketplace and provide participants a framework for management decision making and strategy development, it is also designed to familiarize students with the most of the activities and strategies that are applied by the marketers. The students will acquire conceptual bases for understanding the role and importance of marketing for the success of business.</p> <p>This course is intended to introduce the students to marketing of goods and services in a global marketing. This is a survey course the student learns how to design a project and marketing a small business, to know the types of customers</p>
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	and their needs, how to obtain customer satisfaction, how to retain current customers and acquire new customers. Critically evaluate the key analytical frameworks and tools used in marketing Apply key marketing theories, frameworks and tools to solve Marketing problems
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<p>Module Learning Outcomes</p>	<p>The course will provide the participants with an understanding of various Marketing principles, concepts, tools, and their application in concrete business situations. It will create an appreciation of the value of Marketing in the competitive marketplace and provide participants a framework for management decision making and strategy development</p> <p>Critically evaluate the key analytical frameworks and tools used in marketing</p> <p>Apply key marketing theories, frameworks and tools to solve Marketing problems</p> <p>Utilize information of a firm's external and internal marketing environment to identify and priorities appropriate marketing strategies</p> <p>Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment</p> <p>Critically evaluate the marketing function and the role it plays in achieving organizational success both in commercial and non-commercial settings</p> <p>Evaluate and act upon the ethical and environmental concerns linked to marketing activities.</p> <p>Upon the completion of this course students should be able to:</p> <ol style="list-style-type: none"> 1. Understanding Marketing Management 2. Defining Marketing for the 21st Century 3. Developing Marketing Strategies and Plans 4. Capturing Marketing Insights 5. Collecting Information and Forecasting Demand 6. Conducting Marketing Research 7. Connecting with Customers 8. Creating Long-term Loyalty Relationships 9. Analyzing Consumer Markets 10. Analyzing Business Markets Identifying Market Segments and Targets 11. Recognize the role of marketing within a firm's decision-making process. 12. Demonstrate and understand the process for analyzing, segmenting and targeting consumer and business market. 13. Express an understanding of the process of product development. 14. Explain the role of pricing in the firm's decision-making process and common pricing practices. 15. Identify common models of retailing and wholesaling. <p>Develop an awareness of social and ethical issues of international marketing practices.</p>
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<p style="text-align: center;">Learning and Teaching Strategies</p>	
<p>Strategies</p>	<p>The method of delivery for this subject will include but not limited to the followings:</p> <ol style="list-style-type: none"> 1. PowerPoint slides presented using data projectors. 2. Case studies as class activities and assignments. 3. Videos related to the subject. 4. Booklets will be provided to the students regarding the materials on a weekly based. 5. In class discussion and participation about the related topics and general examples from the students. 6. In class presentations about the materials taught before by the students, students will have the role of the tutor during 5-10 minutes of presentation. 7. Postal presentation. <p>Practice whit cards.</p>

Module Evaluation

Module Evaluation					
Assessment Types		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	5/3	12	4,7,10,13	
	Assignments	2/5	10	6,12	
	Projects / Lab.	-	-	-	
	Report		8		
Summative Assessment	Midterm Exam	2hr	20	8	
	Final Exam	3hr	50	15	8
Total assessment			100% (100 Marks)		

Learning and Teaching Resources

	Text	Available in the Library?
Required Texts	<ol style="list-style-type: none"> 1. "Marketing Management" by Philip Kotler and Kevin Keller: This comprehensive textbook is considered a classic in the field of marketing. It covers fundamental marketing concepts, strategic planning, market research, branding, advertising, and more. It is widely used in marketing courses and provides practical insights for marketing managers. 2. "Influence: The Psychology of Persuasion" by Robert Cialdini: This book explores the principles of persuasion and how they can be applied in marketing. Cialdini explains the psychology behind why people say "yes" and provides actionable strategies for influencing consumer behavior. 3. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger: In this book, Berger examines why certain ideas and products become viral while others don't. He offers a framework for creating contagious content and leveraging social influence to generate word-of-mouth marketing. 4. "Purple Cow: Transform Your Business by Being Remarkable" by Seth Godin: Godin challenges traditional marketing approaches and emphasizes the importance of being remarkable to stand out in a crowded marketplace. He advocates for creating extraordinary products and experiences that naturally attract attention and generate word-of-mouth buzz. <div style="margin-left: 40px;"> "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola: While primarily focused on search engine optimization (SEO), this book is a valuable resource for marketing managers looking to improve their website's visibility in search engines. It covers technical SEO, keyword research, content optimization, and link-building strategies. </div> 	Yes
Recommended Texts	Marketing strategy (orville c. Walker)	NO
Websites	<ul style="list-style-type: none"> • https://www.dmnews.com/ • https://www.eventmarketer.com.\ 	

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: Any form of academic dishonesty, including cheating and plagiarism, will be reported to the office of student affairs.

Approved by Head of the Branch / Department	
Signature	
Date	<i>5/1/2026</i>

Name	<i>LECTUER/SAYA JAMAL</i>
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Approved by Curriculum Development Committee and Bologna Process Committee	
Signature	
Date	
Name	