## A COURSE MODULE DESCRIPTOR FORM

(Course Book)

|  |  |  |  |
| --- | --- | --- | --- |
| Module Information | | | |
| **Course Module Title** | Marketing Management | | |
| **ناونیشانی مۆدیۆل** | بەرێوەبردنی بةبازاركردن | | |
| **عنوان الوحدة** | الادارة التسويق | | |
| **Course Module Type** | On Campus | **Module Code** | BA202MM |
| **ECTS Credits** | 3 | **Module Level** | **2nd Grade** |
| **Semester of Delivery** | Second Semester | **Dept. Code** | HA |
| **College (Code)** | College of Administration & Economics | | |
| **Module Website (CMW)** | <https://ums.lfu.edu.krd/> | | |
| **Module Leader (ML)** | Ronyaz Hayyas Mahmood | | |
| **e-mail** | [ronyaz.hayyas@lfu.edu.krd](mailto:ronyaz.hayyas@lfu.edu.krd) | | |
| **ML Acad. Title** | Assistant Lecture | **ML Qualification** | Master |
| **ML ORCID** | <https://orcid.org/my-orcid?orcid=0000-0003-2657-5366> | | |
| **ML Google Scholar Acc.** | <https://scholar.google.com/citations?user=Jpcoek4AAAAJ&hl=en> | | |
| **Course Module Tutor** | N/A | | |
| **Module Tutor email** | N/A | | |
| **Date Approved** | 19/12/2022 | **Version Number** | 1.0 |

|  |  |
| --- | --- |
| Relation with Other Modules | |
| **Pre-requisites** | **N/A** |
| Module Aims, Learning Outcomes and Indicative Contents | |
| Module Introductory Description | This Course is extremely important for students because it make them familiar with Marketing Management. Knowing what they are studying is as why they are studying and how it can help them in the future to benefits from this knowledge.  Marketing is the major function of management science, and its definition varies from user to user. We need to get our arms around the “space” we call Marketing.  Methodologies described in this course will help student reach knowledge on what constitutes Marketing Mix and Consumer Markets and Buyer Behavior. It further discusses various topics such as Sustainable Marketing: Social Responsibility and Ethics, The Global Marketplace, Digital, Online, Social Media, and Mobile Marketing, etc. It concludes with a topic on the Types of Marketing. |
| Module Aims | The Module objectives in general to introduce the student to the most important concepts, of Marketing used in the field of management and how to apply it. Therefore, the aim of teaching Marketing Management can be summarized as follows:  1. Familiarity of what are Marketing.  2-Understood the different between Customer, Consumer, Client.  3- Discuss Marketing Mix.  4- Providing the student with Sustainable Marketing: Social Responsibility and Ethics.  5- Understood the Global Marketplace. |
| Module  Learning Outcomes | At the end of course, students should:  1- What is Marketing?  2- Demonstrate the different between Customer, Consumer, Client.  3- Familiarity of the Marketing Mix  4- Understand the Sustainable Marketing: Social Responsibility and Ethics.  5- Familiarity of the Global Marketplace. |
| Learning and Teaching Strategies | |
| **Strategies** | The module will be delivered to the students through the use modern technology, case study, reading material, flipped classroom, video and case analysis. The student-centered approach will be applied. The strategies to be implemented to target students learning outcome. |

|  |  |
| --- | --- |
| Module Delivery | |
| **Structured workload (h/w)** | 3 h/w |
| **Unstructured workload (h/w)** |  |
| **Total workload (h/w)** | 3 Hours |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Module Assessment | | | | |
| **A** | **Time/Number** | **Weight (Marks)** | **Week Due** | **Relevant Outcome** |
| **Class Participation** |  | 10 |  |  |
| **Class Activity** |  | 5 |  |  |
| **Project** |  | 5 |  |  |
| **Case-study analysis** |  |  |  |  |
| **Midterm** |  | 20% |  |  |
| **Final Exam** |  | 60% |  |  |
| **Total** |  | 100% (100 Marks) |  |  |

|  |  |  |
| --- | --- | --- |
| Learning and Teaching Resources | | |
|  | **Text** | **Available in the Library?** |
| **Required Texts** | **1. Berkowtiz, E. (2011). Essentials of Health Care Marketing. USA.: Jones & Barlett Learning, LLC.**  **2. BAKER, M. J. (2018). The Marketing, Fifth edition. UK: Michael Baker.**  **3. Dimitrievska, V., & Kovachevski, D. (2020). HEALTHCARE MARKETING PERSPECTIVES AND CHALLENGES.**  **4. Kotler, P., Shalowitz, J., & Stevens, R. (2018). STRATEGIC MARKETING FOR HEALTH CARE ORGANIZATIONS. United States of America: John Wiley & Sons, Inc. All rights reserved.**  **5. Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2014). Principles of Marketing. UK: Prentice Hall Europe** | Available Online |
| **Recommended Texts** |  | Yes |
| **Websites** | <https://lfu.edu.krd/> | |

|  |  |
| --- | --- |
| **Delivery Plan (Syllabus)** | |
| **Week** | **Material Covered** |
| **Week 1** | Chapter One:- Marketing in 21st century |
| **Week 2** | Chapter One:- Marketing in 21st century Function of Marketing Management, Selling & Marketing |
| **Week 3** | Chapter Two:- Customer, Consumer, Client. |
| **Week 4** | Chapter Three:- Consumer Markets and Buyer Behavior   (CRM) |
| **Week 5** | Chapter Four:- Marketing Mix (4Ps)  1- Production |
| **Week 6** | Chapter Four:- Marketing Mix(4Ps)  2- Price |
| **Week 7** | Chapter Four:- Marketing Mix(4Ps)  3-Promotion |
| **Week 8** | Midterm |
| **Week 9** | Chapter Four:- Marketing Mix(4Ps)  4- Place |
| **Week 10** | Chapter Four:- Marketing Mix(7Ps)  5-People |
| **Week 11** | Chapter Four:- Marketing Mix(7Ps)  6-Process |
| **Week 12** | Chapter Four:- Marketing Mix(7Ps)  7-Physical evidence |
| **Week 13** | Chapter Five:- Sustainable Marketing: Social Responsibility and Ethics |
| **Week 14** | Chapter Six:- The Global Marketplace, Digital, Online, Social Media, and Mobile Marketing |
| **Week 15** | Final |

|  |
| --- |
| Course Keywords |
| **Principle of Marketing, Marketing Management,** |

### APPENDIX: (Help and Information)

|  |  |  |
| --- | --- | --- |
| Percentage to Grade Chart | | |
| Marks | Level | ئاست |
| 90 – 100 | Excellent | نایاب |
| 80 - < 90 | Very Good | زۆر باش |
| 70 - < 80 | Good | باش |
| 60 - < 70 | Medium | ناوەند |
| 50 - < 60 | Pass | پەسەند |
| 0 - < 50 | Fail | کەوتوو |