





Warith Al-Anbiya University  
Faculty of Business and Economics  
Accounting Department

<b>Course Description Form</b>					
Marketing & E-Commerce				<b>Course Name</b>	<b>1</b>
1215 m TS				<b>Course Code</b>	<b>2</b>
2025/2024	<b>Academic Year</b>	First		<b>Chapter</b>	<b>3</b>
2025/10/1				<b>Date Description</b>	<b>4</b>
In the classroom				<b>Forms of Attendance</b>	<b>5</b>
2		<b>Number of Hours ( Total)</b>			<b>6</b>
Email		Name			<b>Course administrator name</b>
<a href="mailto:Ahmed.razzaq@uowa.edu.iq">Ahmed.razzaq@uowa.edu.iq</a>		assist. Lecturer: Ahmed Razzaq Kazim			<b>7</b>
Provide the student with the necessary knowledge and skills in marketing. Enable the student to analyze market data to improve performance and increase brand awareness. Enable the student to manage promotion, selling, and payment operations in the e-commerce environment .				<b>Course Objectives (Objectives of the course)</b>	<b>8</b>
<ul style="list-style-type: none"> <li>• Giving lectures and dialogue with students and discussing them directly.</li> <li>• Focus on students' participation in the lecture by asking questions.</li> <li>• Adopting the homework method to solve various problems.</li> <li>• Monthly, quarterly, and final exams.</li> </ul>				<b>Teaching and Learning Strategies (Strategy)</b>	<b>9</b>
<b>Course Structure</b>					<b>10</b>
Evaluation Method	Learning method	Unit Name or Subject	Required Learning Outcomes	Hours	The week
Degree on participation	Lecture- Questions and Answers	<b>Introduction to the study of marketing</b>	Familiarity with the development of the concept of marketing, its importance and methods of studying it	2	1
Degree on participation	Lecture-Discussions	Marketing System	Understanding the system and the marketing system	2	2
Degree on participation	Lecture- Questions and Answers	Consumer Behavior	Knowledge of consumption and the importance of studying consumer behavior	2	3
Degree on participation	Lecture- Questions and Answers	<b>Product</b>	Familiarity with the product concept, development and life cycle	2	4
Degree on participation	Lecture-Discussions	<b>Pricing</b>	Familiarity with the concept of price, pricing goals, and factors affecting pricing	2	5

Degree on participation	Lecture- Questions and Answers	Distribution	Familiarity with the concept of distribution and the importance of distribution outlets and their types	2	6
Degree on participation	Practical Examples	Promote	Knowledge of the promotion and elements of the promotional mix	2	7
Grade on homework	Homework	purchases	Familiarity with the concept and importance of the procurement function and sources of procurement	2	8
Exam score	examination	Exam First Month	Exam First Month	2	9
Degree on participation	Lecture- Questions and Answers	Sales	Understand the concept and importance of sales	2	10
Degree on participation	Lecture-Discussions	Transportation and storage	Determine storage costs and control inventory	2	11
Degree on participation	Practical Examples	Marketing Costs	Know the distinctive characteristics of marketing takala	2	12
Degree on participation	Lecture- Questions and Answers	E-commerce	Understanding the Nature of E-commerce	2	13
Degree on participation	Lecture-Discussions	E-commerce	Knowledge of E-commerce Apps	2	14
Exam score	Final Exams	Exam Second Month	Exam Second Month	2	15
<b>Course Evaluation:</b> Distribution of the score out of 100 according to the tasks assigned to the student such as daily preparation, daily, oral, monthly, written exams, reports... etc					<b>11</b>
<b>Learning and Teaching Resources</b>					<b>12</b>
<b>1. Book:</b> Marketing Management. Thamer Al-Bakri, 2020			References Home		
			Supporting References (Journals and Reports)		
			Electronic References		
Assoc. Prof. Dr. Hebatullah Mustafa Al-Sayed				Head of Department Name	
 				Signed	
2024/9/1				Date	