

Course Description Template: Marketing Research

1. Course Name:	
WBA-22-01	
2. Course Code:	
Determined by the Scientific Department	
3. Semester/Year:	
Second Session	
4. Date of preparation of this description:	
1/10/2024	
5. Available Forms of Attendance:	
Physical + electronic (when needed)	
6. Number of Hours (Total) / Number of Units (Total):	
2 Hours / 2 Units	
7. Course Administrator Name	
Name: Eng. Ali Aziz Kalkawi Email: ali.aziz.kelkawi@uowa.edu.iq	
8. Course Objectives	
<ul style="list-style-type: none"> • Enable the student to understand and design marketing mix strategies (product, price, distribution, promotion). • Providing students with the ability to analyze the product lifecycle, develop new products, and manage brands. • Develop the student's knowledge of the different pricing goals and strategies and their impact on profitability and competition. • Introducing the student to distribution channels and their importance in delivering value to customers. • Training the student on how to build an integrated promotional strategy (advertising, personal selling, public relations, sales promotion). • Introducing the student to the basics of e-marketing and its role in modern marketing. 	<p>Course Objectives</p> <p>Tuition</p>
9. Teaching and Learning Strategies	

<ul style="list-style-type: none"> Theoretical lectures that focus on the applied aspect of the marketing mix. Analyze practical case studies of successful and failed marketing strategies. Project learning (preparing a simplified marketing plan for a product or service). Practical workshops and brainstorming sessions. 	Strategy
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10. Course Structure

Required Learning

Week	Hours				
Short Test	Lecture + Case Analysis	Chapter Seven: Product, Service and Brand Strategies.	Design product, branding, and packaging strategies.	6	1-3
duty	Lecture + Practical Training	Chapter Eight: Pricing Strategies.	Understand the different pricing goals and methods.	4	4-5
First Test	Lecture + Discussion	Chapter Nine: Strategies of Distribution Channels (Location).	Identify and design appropriate distribution channels.	6	6-8
Research Project	Lecture + Workshop	Chapter Ten: Integrated Promotion Strategies: Advertising and Public Relations.	Building an integrated promotional mix (advertising, public relations).	6	9-11
Classroom Participation	Lecture + Examples	Chapter XI: Promotion Strategies (continued): Sales promotion and personal selling.	Understand sales promotion and personal selling tools.	4	12-13
Short Report	Lecture + Practical Presentation	Chapter Twelve: Introduction to E-Marketing.	Learn about the basics of digital marketing and social media.	2	14
Final exam	Writing / Attendance	Final exam.	A comprehensive assessment of the student's understanding of marketing mix tools.	2	15

11. Course Evaluation

Distribution score of 100

A. Preparation and class participation: 10 marks

B. Short Tests and Assignments: 20 Marks

c. First Test (Mid-Semester): 20 marks

d. Final Exam: 50 marks Total score = 100 marks

12. Learning and Teaching Resources

"Marketing Management" by Dr. Thamer Al-Bakri 2022.

"Principles of Marketing" by Philip Kotler & Gary Armstrong - Considered the number one reference in marketing globally.

American Marketing Association (ama.org)

Websites and magazines that specialize in marketing such as "Harvard Business Review" and "Marketing Week."

Required Textbooks