

Version No.: 2
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Strategic goals:

1. Equipping students with the essential knowledge and understanding required to grasp the principles of marketing and to stay abreast of its current developments, thereby preparing them to become proficient professionals well-versed in modern marketing practices.
2. Providing comprehensive insights into the significant role of marketing science in contemporary society, encompassing various economic, social, cultural, and technological dimensions.
3. Enhancing community service initiatives by training specialized professionals in the foundational aspects of modern marketing science.

10. Programme Educational Objectives

The Program Educational Objectives (POEs) of the Marketing Management Department are to prepare graduates who will:

1. Demonstrate successful careers in marketing and related fields by applying strategic thinking, creativity, and analytical skills to drive business growth and enhance brand value.
2. Showcase strong leadership, communication, and interpersonal skills, enabling them to collaborate effectively within diverse teams to achieve common marketing objectives.
3. Tackle complex marketing challenges while upholding ethical standards and considering the social, cultural, and environmental implications of their marketing strategies on society.
4. Engage in lifelong learning through continuous professional development, certifications, and advanced education to adapt to changing marketing trends, technologies, and consumer behaviors, fostering innovation within the field.

11. Programme learning outcomes

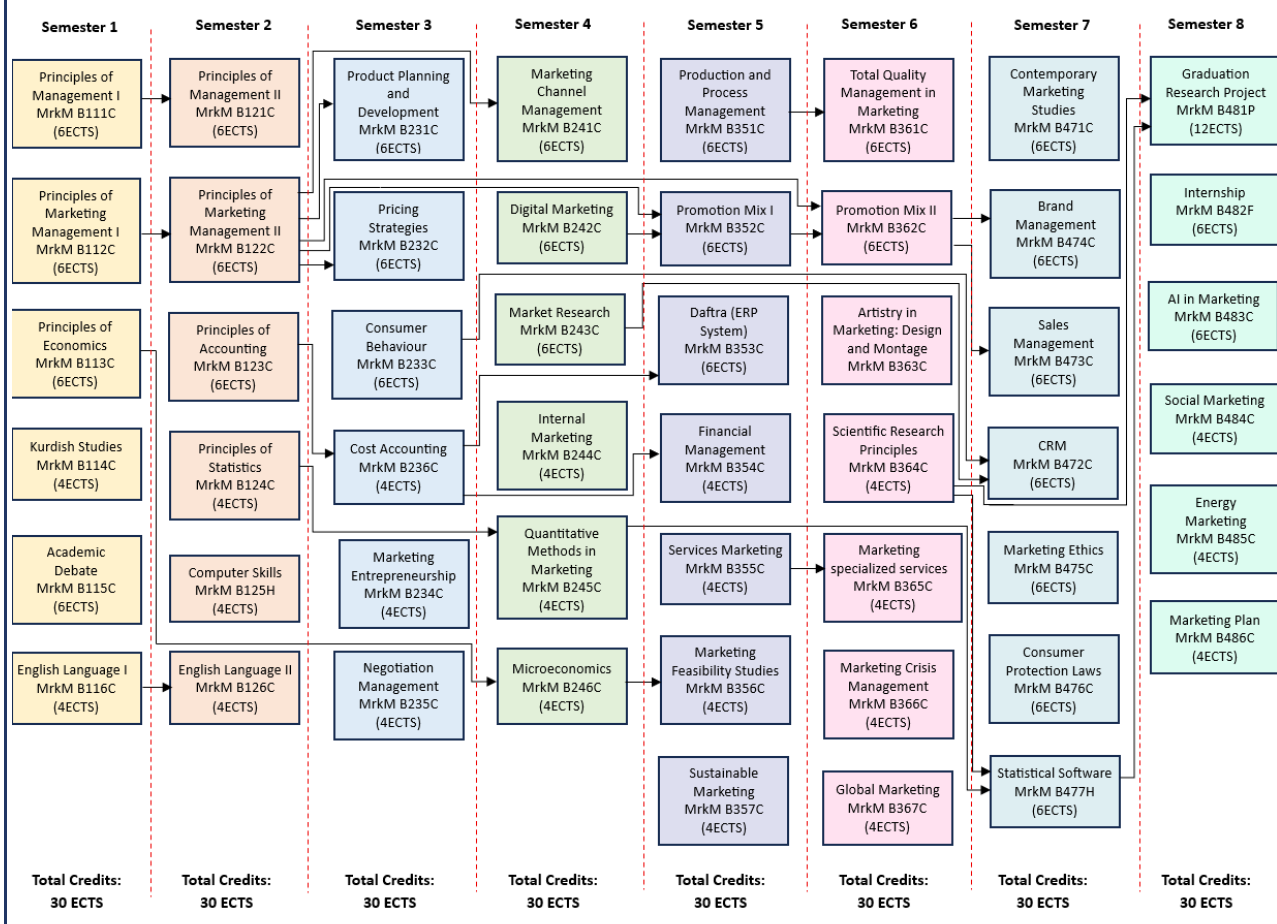
The following are the expected outcomes of successfully completing this program:

1. Graduates will be equipped to apply strategic thinking and analytical skills to develop and implement effective marketing strategies that drive business growth and enhance brand value within the unique socio-economic landscape of the Kurdistan region.
2. Graduates will demonstrate creativity in addressing marketing challenges specific to the local market, utilizing innovative ideas and concepts that resonate with the cultural values and preferences of the consumers of the Kurdistan region.
3. Graduates will exhibit strong communication skills, enabling them to conduct clear and persuasive engagements with diverse audiences, including local businesses, government agencies, and community stakeholders in the Kurdistan region.
4. Graduates will be prepared to lead and collaborate effectively within diverse teams, promoting an inclusive environment that values different perspectives to achieve common marketing objectives in a multicultural context.
5. Graduates will critically analyze marketing dilemmas while upholding ethical standards, being mindful of the social, cultural, and environmental implications of their strategies, especially in relation to the community and its values.
6. Graduates will demonstrate the capacity to adapt to rapidly evolving marketing trends, technologies, and consumer behaviors within the Kurdistan region, drawing on insights gained from ongoing learning and professional development.

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7. Graduates will actively engage in continuous professional development through certifications, advanced education, and self-directed learning to stay at the forefront of the marketing field and foster innovation in Kurdistan's dynamic business environment.

12. Programme structure diagram with credits



13. Mode of Study

Full time

14. Examination regulations and grading scale

The following grading scale is used:

% Points	Grade
90 – 100	Excellent
80 - < 90	Very Good
70 - < 80	Good
60 - < 70	Medium
50 - < 60	Pass
0 - < 50	Fail

15. Mobility window (if applicable)

16. Work placement(s)/internships (if applicable)

The program offers a 6 ECTS internship opportunity during the eighth semester.

17. Work-based learning (if applicable)

18. Programme director or equivalent

Dr Alvin Nadher Jajo

email: alvin.aldawod@uod.ac

19. Occupational profiles of graduates

This Marketing Management programme prepares students for a variety of roles in the dynamic field of marketing within the Kurdistan region of Iraq. Graduates typically pursue careers in the following areas:

1. Marketing Coordinator/Assistant
2. Sales Manager
3. Digital Marketing Specialist
4. Market Research Analyst
5. Public Relations Officer
6. Brand Ambassador
7. Customer Service Representative
8. Field Sales Representative
9. Event Coordinator

20. Access to further studies

Graduates are eligible to apply for admission to higher diploma programmes and second-cycle (Master's) studies in relevant disciplines.

21. Academic Staff

Full Name	Qualification	Academic title	Email
Alvin Nadher Jajo	PhD	Assist. Prof.	alvin.dawod@uod.ac
Faris Mohammed Fouad	PhD	Assist. Prof.	faris.fouad@uod.ac
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22. Facilities and Resources (Lecture halls, Labs, etc.)

The department uses these facilities:

Type	Quantity	Capacity (students)	Type of use	Equipment included
Lecture Hall	3	50	Dedicated	Projector, whiteboard
Lecture Hall	1	15	Dedicated	Projector, whiteboard
Computer Lab	1	21	Dedicated	21 Desktop computers, projector, whiteboard, internet

23. Accreditation and recognition

The programme is officially recognized by the Ministry of Higher Education and Scientific Research of the Kurdistan Region – Iraq, as well as by the Ministry of Higher Education and Scientific Research of Iraq.