

Republic of Iraq

Ministry of higher education & scientific research

Supervision and scientific evaluation directorate

Quality assurance and academic accreditation

## Academic Program Specification Form For The Academic

University : Northern Technical University

College or Institute: Kirkuk Technical Institute

Department: Marketing Techniques

Date of form completion: 11/1/2024

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Dean's Name

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Head of Department

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Date: 14/1/2024

Date: 11/1/2024

Date: / /

Signature

Signature

Signature

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Quality Assurance and University performance manager

Date: 14/1/2024

Signature

## **Introduction:**

The educational program is a coordinated and organized package of courses that include procedures and experiences organized in the form of academic vocabulary whose main purpose is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market, which is reviewed and evaluated annually through internal or external audit procedures and programs such as the external examiner program.

The description of the academic program provides a brief summary of the main features of the program and its courses, indicating the skills that are being worked on to acquire for students based on the objectives of the academic program, and the importance of this description is evident because it represents the cornerstone in obtaining program accreditation and is written jointly by the teaching staff under the supervision of the scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the vocabulary and paragraphs of the previous guide in light of the developments and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the description of the academic program circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna track as the basis for their work.

In this regard, we can only emphasize the importance of writing a description of academic programs and courses to ensure the proper functioning of the educational process.

### **Concepts and terminology:**

**Academic Program Description:** The description of the academic program provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

**Course Description:** Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he has made the most of the available learning opportunities. It is derived from the description of the program.

**Program Vision: An** ambitious picture for the future of the academic program to be a sophisticated, inspiring, stimulating, realistic and applicable program.

**Program Mission:** Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

**Program Objectives:** They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

**Curriculum Structure:** All courses / subjects included in the academic program according to the approved learning system (semester, yearly, Bologna track) whether it is a requirement (ministry, university, college and scientific department) with the number of study units.

**Learning Outcomes:** A compatible set of knowledge, skills and values acquired by the student after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

**Teaching and learning strategies:** They are the strategies used by the faculty member to develop the student's teaching and learning, and they are plans that are followed to reach the learning goals. That is, describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

<b>1. Program Vision</b>
<b>Part of the comprehensive vision of the Northern Technical University \ Kirkuk Technical Institute, which is looking to be distinguished educationally and research contributing to community service, as it emphasizes</b>

**community service through excellence in education and providing accredited academic programs that develop and support research centers specialized in marketing to meet the needs of society and labor market expectations and development projects in the province and the country**

## **2. Program Mission**

**Providing distinguished technical education to graduate qualified human cadres at the level of the technical medium. With knowledge, capabilities and skills to meet the needs of society and development projects in the governorate according to a distinguished administrative educational environment that supports creative research.**

## **3. Program Objectives**

- 1– Graduating middle technical staff with high levels of qualification capable of dealing with modern technologies within the marketing activities of goods and services**
- 2– Introducing the student to the marketing activities required and imposed by the market work environment and in line with the needs of the work environment**
- 3– Using the case of market study to know the needs and desires of facilitators to create serious products or develop current products with the creation of appropriate distribution outlets for products**
- 4– Using scientific methods and modern technologies in promoting goods and services and introducing them to the user or buyer in the**

**best ways and means**

**5– Using advanced software for computer software for marketing activities**

**4. Program Accreditation**

There isn't any

**5. Other external influences**

There isn't any

**6. Program Structure**

Reviews*	Percentage	Unit of study	Number of Courses	Program Structure
Standard, Compulsory, Optional	100%	83	15	University Requirements
			Yes	Institute Requirements
			Yes	Department Requirements
			Yes	Summer Training
			There isn't any	Other

\* It can include notes whether the course is basic or optional.

7. Program Description				
Credit Hours		Course Name	Course or Course Code	Year/Level
practical	theoretical	Marketing Supplies	MTM101	2023–2024 / First
2	2			

8. Expected learning outcomes of the program	
Knowledge	
	<p>- Keeping pace with the labor market and creating a generation that has knowledge of work in e-marketing and e-commerce</p>
Skills	
	<p>1- Modern knowledge in the concepts of managing distribution channels.</p> <p>2- Apply scientific methods for marketing research in the labor market.</p> <p>3- The use of modern software in the computer and the Internet.</p>

Values	
	Developing students' abilities to share ideas

9. Teaching and Learning Strategies
1- Practical lectures in laboratories 2- Preparing scientific workshops 3- Summer Training

10. Evaluation methods
1- Oral Tests 3-Laboratory Tests  2- Written Exams 4- Graduation Projects

11. Faculty						
Faculty Members						
Preparation of the teaching staff		Special Requirements/Skills (if applicable)		Specialization		Academic Rank
Lecturer	None	Angel (9)		special	year	
		angel		marketing	Business Administration	Assistant Professor PhD



	angel			Canon	Quran Sciences	Lecturer Doctor
	angel			Finance & Banking	Business Administration	Lecturer Doctor
	angel			marketing	Business Administration	teacher
	angel			Digital Marketing	Business Administration	teacher
	angel			English grammar	English	Assistant Lecturer
	angel			Knowledge Management	Business Administration	Assistant Lecturer
	angel			Econometrics	Agricultural economics	Assistant Lecturer
	angel			Business Administration	Business Administration	Assistant Lecturer

<b>Professional Development</b>
<b>Mentoring new faculty members</b>
<b>Professional development of faculty members</b>

## 12. Acceptance Criterion

- 1- The total obtained by the student after passing the general exams for the sixth grade of middle school
- 2- To be a graduate of the scientific, literary and commercial branch only
- 3- The results of the medical examination that the student is healthy and fit to study in the department
- 4- Desire

### **13. The most important sources of information about the program**

- 1- Principles of Marketing: Dad and Ji, Abi Said, Principles of Marketing Management
- 2- Marketing research: Al-Alaq, Al-Bashir, modern management, theories and concepts.
- 3- Distribution channels: Al-Azzawi, Zakaria.
- 4- Resources in the Institute's library
- 5- Resources available in the virtual library of the Ministry of Higher Education.

### **14. Program Development Plan**

Using new concepts in the field of marketing and e-marketing and using electronic devices to display information

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<b>Program Skills Outline</b>
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Learning outcomes required from the program

Values				Skills				Knowledge				Basic or optional	Course Name	Course Code	Year / Level 2023-2024
C4	C3	C2	C1	B4	B3	B2	B1	A4	A3	A2	A1				
	—					—						Essential	Promotion Management	MTM202	Second stage
												elective	Specialized readings	TIKI200	
												Essential	Marketing Supplies	MTM101	First stage
												elective	Democracy and Human Rights	NTU100	

- Please tick the boxes corresponding to the individual learning outcomes from the program under evaluation.

## Course Description Form (1) (First Stage)

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1. Educational institution
Marketing Techniques	2. Scientific Department / Center
MTM103Marketing Strategies	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms
System of Decisions	5. Semester / Year
2 Theoretical + 2 Practical = 4 hours per week 4×30 = 120 hours per year	6. Number of Credit Hours (Total)
7/4 / 2024	7. The history of preparation of this description

### 8. Course Objectives

1) Provide the student with special theoretical information and marketing terminology.

2) Identify marketing concepts and vocabulary of the material .

3) Know the basics and steps of reporting.

4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

## 9. Learning outcomes and teaching, learning and assessment methods

### A- Cognitive objectives

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

### Teaching and learning methods

- Reports and seminars

### Evaluation methods

1) Oral tests. 2) Seminars, reports and research 3) Daily evaluation.

4) Practical exam. 5) Semester exam.

6) The second semester exam. 7) Final Exams

### Teaching and learning methods

1) Attendance lectures. 2) Practical training 3) Attitudes

### Evaluation methods

1- Note 2- Interview 3- Student cumulative record

### d. General and transferable skills (other skills related to employability and personal development).

- Applies modern computer programs in entering marketing data

## Course Description Form (2)

### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2Scientific Department / Center
MTM101Marketing Supplies	3- Course Name/Code
Theoretical and practical lessons in attendance	4- Available Attendance Forms
System of Decisions	5- Semester / Year
2 Theoretical + 2 Practical = 4 hours per week 4×30 = 120 hours per year	6- Number of Credit Hours (Total)
7 / 4 / 2024	7- The history of preparation of this description

### 8- Course Objectives

- 1) Provide the student with special theoretical information and marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

## **9- Learning outcomes and teaching, learning and assessment methods**

### **A- Cognitive objectives**

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

### **Teaching and learning methods**

- Reports and seminars

### **Evaluation methods**

- 1) Oral tests.        2) Seminars, reports and research 3) Daily evaluation.
- 4) Practical exam. 5) Semester exam.
- 6) The second semester exam. 7) Final Exams

### **Teaching and learning methods**



1) Attendance lectures. 2) Practical training 3) Attitudes
<b>Evaluation methods</b>
1- Note 2- Interview 3- Student cumulative record 4- Absences
<b>d. General and transferable skills (other skills related to employability and personal development).</b>
- Applies modern computer programs in entering marketing data

### Course Description Form (3)

#### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
MTM100Digital Marketing	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms

System of Decisions	5-Semester/Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	6- Number of study hours (total)
7 /4 / 2024	7. Date of preparation of this description

## **10- Course Objectives**

- 1) Provide the student with special theoretical information and marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

## **11- Learning outcomes and teaching, learning and assessment methods**

### A- Cognitive objectives

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

### Teaching and learning methods

- Reports and seminars

<b>Evaluation methods</b>
1) Oral tests. 2) Seminars, reports and research 3) Daily evaluation. 4) Practical exam. 5) Semester exam. 6) The second semester exam. 7) Final Exams
<b>Teaching and learning methods</b>
1) Attendance lectures. 2) Practical training 3) Attitudes
<b>Evaluation methods</b>
1- Note 2- Interview 3- Student cumulative record 4- Absences
<b>d. General and transferable skills (other skills related to employability and personal development).</b>
- Applies modern computer programs in entering marketing data

## Course Description Form (4)

### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
MTM106Accounting 1	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms
System of Decisions	5-Semester/Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	6- Number of study hours (total)
7 /4 / 2024	7. Date of preparation of this description

## 12- Course Objectives

- 1) Provide the student with special theoretical information and marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

## 13- Learning outcomes and teaching, learning and assessment methods

<p>A- Cognitive objectives</p> <p>A1- Know the methods and rules of marketing.</p> <p>A2- Linking scientific knowledge to a theory.</p> <p>A3- Conducting marketing research.</p> <p>A4- Understand and develop the principles and rules of marketing behavior.</p>
Teaching and learning methods
- Reports and seminars
<b>Evaluation methods</b>
<p>1) Oral tests.          2) Seminars, reports and research 3) Daily evaluation.</p> <p>4) Practical exam. 5) Semester exam.</p> <p>6) The second semester exam. 7) Final Exams</p>
<b>Teaching and learning methods</b>
1) Attendance lectures.   2) Practical training      3) Attitudes
<b>Evaluation methods</b>
1- Note                  2- Interview          3- Student cumulative record 4- Absences
<p><b>d. General and transferable skills (other skills related to employability and personal development).</b></p> <p>- Applies modern computer programs in entering marketing data</p>

## Course Description Form (5)

### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
Computer NTU102	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms
System of Decisions	5-Semester/Year
1 theoretical + 1 practical = 2 hours per week 2×30 = 60 hours per year	6- Number of study hours (total)
7 / 4 / 2024	7. Date of preparation of this description

#### **14- Course Objectives**

- 1) Provide the student with special theoretical information and marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

<b>15- Learning outcomes and teaching, learning and assessment methods</b>
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A- Cognitive objectives

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

Teaching and learning methods

- Reports and seminars

**Evaluation methods**

1) Oral tests.      2) Seminars, reports and research 3) Daily evaluation.

4) Practical exam. 5) Semester exam.

6) The second semester exam. 7) Final Exams

**Teaching and learning methods**

1) Attendance lectures. 2) Practical training 3) Attitudes

**Evaluation methods**

1- Note      2- Interview      3- Student cumulative record 4- Absences

**d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering marketing data

## Course Description Form (6)

### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
MTM106Accounting 1	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms
System of Decisions	5-Semester/Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	6- Number of study hours (total)
7 /4 / 2024	7. Date of preparation of this description

### 16- Course Objectives



- |  |
|--|
| 1) Provide the student with special theoretical information and marketing terminology.                           |
| 2) Identify marketing concepts and vocabulary of the material .  |
| 3) Know the basics and steps of reporting.   |
| 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing |

<b>17- Learning outcomes and teaching, learning and assessment methods</b>
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A- Cognitive objectives

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

Teaching and learning methods

- Reports and seminars

**Evaluation methods**

- |   |
|---|
| 1) Oral tests.        2) Seminars, reports and research 3) Daily evaluation.<br>. 4) Practical exam. 5) Semester exam.<br>6) The second semester exam. 7) Final Exams |
|---|

**Teaching and learning methods**

1) Attendance lectures. 2) Practical training 3) Attitudes
<b>Evaluation methods</b>
1- Note 2- Interview 3- Student cumulative record 4- Absences
<b>d. General and transferable skills (other skills related to employability and personal development).</b>
- Applies modern computer programs in entering marketing data

## Course Description Form (7)

### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
Statistics TIK 1100	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms

System of Decisions	5-Semester/Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	6- Number of study hours (total)
7 /4 / 2024	7. Date of preparation of this description

### **18- Course Objectives**

- 1) Provide the student with special theoretical information and marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

### **19- Learning outcomes and teaching, learning and assessment methods**

#### A- Cognitive objectives

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

#### Teaching and learning methods

- Reports and seminars

<b>Evaluation methods</b>
1) Oral tests.      2) Seminars, reports and research 3) Daily evaluation. 4) Practical exam. 5) Semester exam. 6) The second semester exam. 7) Final Exams
<b>Teaching and learning methods</b>
1) Attendance lectures. 2) Practical training 3) Attitudes
<b>Evaluation methods</b>
1- Note      2- Interview      3- Student cumulative record 4- Absences
<b>d. General and transferable skills (other skills related to employability and personal development).</b>
- Applies modern computer programs in entering marketing data

## Course Description Form (8)

### First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

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Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
Statistics TIK 1100	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms
System of Decisions	5-Semester/Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	6- Number of study hours (total)
7 /4 / 2024	7. Date of preparation of this description

## 20- Course Objectives

- 1) Provide the student with special theoretical information and marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

<b>21- Learning outcomes and teaching, learning and assessment methods</b>
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A- Cognitive objectives

A1- Know the methods and rules of marketing.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

Teaching and learning methods

- Reports and seminars

**Evaluation methods**

1) Oral tests. 2) Seminars, reports and research 3) Daily evaluation.

4) Practical exam. 5) Semester exam.

6) The second semester exam. 7) Final Exams

**Teaching and learning methods**

1) Attendance lectures. 2) Practical training 3) Attitudes

**Evaluation methods**

1- Note 2- Interview 3- Student cumulative record 4- Absences

**d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering marketing data

**Course Description Form (9)**

## First stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	1-Educational Institution
Marketing Techniques	2- Scientific Department / Center
Psychology TIKI 101	3. Course Name/Code
Theoretical and practical lessons in attendance	4. Available Attendance Forms
System of Decisions	5-Semester/Year
Theoretical2 +0 Practical=2hours per week 2×30 = 60 hours per year	6- Number of study hours (total)
7 /4 / 2024	7. Date of preparation of this description

### 22- Course Objectives

1) Provide the student with special theoretical information and marketing terminology.

2) Identify marketing concepts and vocabulary of the material .

3) Know the basics and steps of reporting.

4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of marketing

## Course Description Form (10)

First stage

<b>This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning</b>	
<b>Northern Technical University - Kirkuk Technical Institute</b>	<b>10. Educational institution</b>
<b>Marketing Management Techniques</b>	<b>11. Scientific Department / Center</b>
<b>Arabic Language</b>	<b>12. Course Name/Code</b>
<b>Came</b>	<b>13. Available Attendance Forms</b>
<b>First Year/Second Semester</b>	<b>14. Semester / Year</b>
<b>30</b>	<b>15. Number of Credit Hours (Total)</b>
<b>2-4-2024</b>	<b>16. The history of preparation of this description</b>
<b>17. Course Objectives</b>	
<b>Definition and introduction to the Arabic language and the stages of its formation and familiarizing students with the basics and parts of the Arabic language</b>	

**18. Course Outcomes and Methods of Teaching, Learning and Assessment**



**A- Cognitive objectives**

- 1- Knowledge and understanding
- 2- Learn correct writing styles
- 3- Previous Article Review
- 4- Allow room for discussion to see the extent of assimilation

**B - Skills objectives of the course.**

- 1- How to present questions with a training and knowledge
- 2- Explain in an attention-grabbing way
- 3- Pull the receiver to ensure that there is no absence
- 4- Exam after lecture

**Teaching and learning methods**

- 1- E-Learning
- 2- Cooperative or group education
- 3- Brainstorming
- 4- Using the Data Show to view the lecture

**Evaluation methods**

- 1- Tests after each lecture
- 2- Monthly exams
- 3- Nominating a student to manage the lecture for a short time
4. Classroom activity

**C. Emotional and value goals**

C-1 Teamwork C.2 Commitment to the ethics of the educational institution C.3 Giving the student self-confidence  
C-4 Preparation and evaluation

**Teaching and learning methods**

- 1- Lecturing
- 2- Panel Discussions
- 3- Use of modern means (calculator and Internet)

#### **Evaluation methods**

- 1-Short exams
- 2- Monthly exams

### **Course Description Form (1)**

Second stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and  
Scientific Research \ Northern  
Technical University / Technical

19. Educational institution

Institute / Kirkuk	
Marketing Techniques	20. Scientific Department / Center
MTM 202 Promotion Management	21. Course Name/Code
Theoretical and practical lessons in attendance	22. Available Attendance Forms
System of Decisions	23. Semester / Year
1 theoretical + 1 practical = 2 hours per week 2×30 = 60 hours per year	24. Number of Credit Hours (Total)
7 /4 / 2024	25. The history of preparation of this description

## 26. Course Objectives

- 1) Providing the student with special theoretical information and marketing and marketing terminology.
- 2) Identify marketing and promotional concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of promotion

## 27. Learning outcomes and teaching, learning and assessment methods

### A- Cognitive objectives

A1- Know the methods and rules of promotion.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

### Teaching and learning methods

- Reports and seminars

### **Evaluation methods**

- 1) Oral tests.      2) Seminars, reports and research 3) Daily evaluation.
- 4) Practical exam. 5) Semester exam.
- 6) The second semester exam. 7) Final Exams

### **Teaching and learning methods**

- 1) Attendance lectures.   2) Practical training      3) Attitudes

### **Evaluation methods**

- 1- Note                  2- Interview                  3- Student cumulative record 4- Absences

### **d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering data for promotion and marketing

Course Description Form (2)  
Second stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	28. Educational institution
Marketing Techniques	29. Scientific Department / Center
International Marketing MTM204	30. Course Name/Code
Theoretical and practical lessons in attendance	31. Available Attendance Forms
System of Decisions	32. Semester / Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	33. Number of Credit Hours (Total)
7 / 4 / 2024	34. The history of preparation of this description

### 35. Course Objectives

- 1) Provide the student with special theoretical information and international marketing terminology.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of international marketing

### 36. Learning outcomes and teaching, learning and assessment methods

A- Cognitive objectives

A1- Knowledge of international marketing methods and rules.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

Teaching and learning methods

- Reports and seminars

**Evaluation methods**

- 1) Oral tests. 2) Seminars, reports and research 3) Daily evaluation.  
4) Practical exam. 5) Semester exam.  
6) The second semester exam. 7) Final Exams

**Teaching and learning methods**

- 1) Attendance lectures. 2) Practical training 3) Attitudes

**Evaluation methods**

- 1- Note 2- Interview 3- Student cumulative record 4- Absences

**d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering data for international marketing.

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	37. Educational institution
Marketing Techniques	38. Scientific Department / Center
MTM201 Distribution Channels	39. Course Name/Code
Theoretical and practical lessons in attendance	40. Available Attendance Forms
System of Decisions	41. Semester / Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	42. Number of Credit Hours (Total)
7 / 4 / 2024	43. The history of preparation of this description

#### **44. Course Objectives**

- 1) Providing the student with theoretical and practical information about the appropriate distribution channels for marketing
- 2) Identify the concepts and methods of marketing outlets and vocabulary of the material.
- 3) Know the basics and steps of reporting.
- 4) The possibility of the student acquiring knowledge and skills, the general practice of the basics of distribution channels

#### **45. Learning outcomes and teaching, learning and assessment methods**

##### **A- Cognitive objectives**

A1- Know the methods and rules of distribution channels.

A2- Linking scientific knowledge to a theory.

A3- Conducting research on distribution channels.

A4- Understand and develop the principles and rules of marketing behavior.

##### **Teaching and learning methods**

- Reports and seminars

##### **Evaluation methods**

- 1) Oral tests.          2) Seminars, reports and research 3) Daily evaluation.
- 4) Practical exam. 5) Semester exam.
- 6) The second semester exam. 7) Final Exams

##### **Teaching and learning methods**

- 1) Attendance lectures. 2) Practical training 3) Attitudes

##### **Evaluation methods**

- 1- Note                  2- Interview          3- Student cumulative record 4- Absences

##### **d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering data for distribution



channels.

Course Description Form (4)  
Second stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	46. Educational institution
Marketing Techniques	47. Scientific Department / Center
MTM200 Marketing Research	48. Course Name/Code
Theoretical and practical lessons in attendance	49. Available Attendance Forms
System of Decisions	50. Semester / Year
1 theoretical + 2 practical = 3 hours per week 3×30 = 90 hours per year	51. Number of Credit Hours (Total)
7 / 4 / 2024	52. The history of preparation of this description

### **53. Course Objectives**

- 1) Providing the student with special theoretical information in marketing research.
- 2) Identify marketing concepts and marketing research vocabulary.
- 3) Knowledge of the basics and steps of preparing reports and research .
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the basics of research

### **54. Learning outcomes and teaching, learning and assessment methods**

#### **A- Cognitive objectives**

A1- Knowledge of marketing research methods and rules.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research.

A4- Understand and develop the principles and rules of marketing behavior.

#### **Teaching and learning methods**

- Reports and seminars

#### **Evaluation methods**

- 1) Oral tests.      2) Seminars, reports and research 3) Daily evaluation.
- 4) Practical exam. 5) Semester exam.
- 6) The second semester exam. 7) Final Exams

<b>Teaching and learning methods</b>		
1) Attendance lectures. 2) Practical training 3) Attitudes		
<b>Evaluation methods</b>		
1- Note 2- Interview 3- Student cumulative record 4- Absences		
<b>d. General and transferable skills (other skills related to employability and personal development).</b>  - Applies modern programs for the computer in the entry of data for marketing research		

Course Description Form (5)  
Second stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	55. Educational institution
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Marketing Techniques	56. Scientific Department / Center
Specialized readings TIKI 201	57. Course Name/Code
Theoretical and practical lessons in attendance	58. Available Attendance Forms
System of Decisions	59. Semester / Year
1 theoretical + 1 practical = 2 hours per week 2×30 = 60 hours per year	60. Number of Credit Hours (Total)
7 /4 / 2024	61. The history of preparation of this description

## 62. Course Objectives

- 1) Provide the student with special theoretical information and terminology of specialized readings.
- 2) Identify the concepts of specialized readings and vocabulary of the material.
- 3) Know the basics and steps of reporting.
- 4) The possibility of the student acquiring knowledge and skills, the general practice of the basics of specialized readings

## 63. Learning outcomes and teaching, learning and assessment methods

### A- Cognitive objectives

A1- Knowledge of the methods and rules of specialized readings.

A2- Linking scientific knowledge to a theory.

A3- Conducting marketing research for readings.

A4- Understand and develop the principles and rules of marketing behavior.

### Teaching and learning methods

- Reports and seminars

### Evaluation methods

- 1) Oral tests.          2) Seminars, reports and research 3) Daily evaluation.
- 4) Practical exam. 5) Semester exam.
- 6) The second semester exam. 7) Final Exams

### **Teaching and learning methods**

- 1) Attendance lectures.   2) Practical training      3) Attitudes

### **Evaluation methods**

- 1- Note                  2- Interview          3- Student cumulative record 4- Absences

### **d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering marketing data

Course Description Form (6)  
Second stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

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Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	64. Educational institution
Marketing Techniques	65. Scientific Department / Center
Computer NTY201	66. Course Name/Code
Theoretical and practical lessons in attendance	67. Available Attendance Forms
System of Decisions	68. Semester / Year
1 theoretical + 1 practical = 2 hours per week 2×30 = 60 hours per year	69. Number of Credit Hours (Total)
7 / 4 / 2024	70. The history of preparation of this description

### **71. Course Objectives**

- 1) Providing the student with special theoretical information and terminology for marketing.
- 2) Identify marketing concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting in the computer.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of computer basics

### **72. Learning outcomes and teaching, learning and assessment methods**

A- Cognitive objectives

A1- Knowledge of computer methods and rules.

A2- Linking scientific knowledge to a theory.

A3- Conducting research on the computer subject.

A4- Understanding and developing the principles and rules of the computer.

Teaching and learning methods

- Reports and seminars

**Evaluation methods**

- 1) Oral tests.      2) Seminars, reports and research 3) Daily evaluation.  
4) Practical exam. 5) Semester exam.  
6) The second semester exam. 7) Final Exams

**Teaching and learning methods**

- 1) Attendance lectures. 2) Practical training 3) Attitudes

**Evaluation methods**

- 1- Note      2- Interview      3- Student cumulative record 4- Absences

**d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering marketing data

Course Description Form (7)  
Second stage

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning opportunities. It must be linked to the program description.

Ministry of Higher Education and Scientific Research \ Northern Technical University / Technical Institute / Kirkuk	73. Educational institution
Marketing Techniques	74. Scientific Department / Center
Baath Party Crimes	75. Course Name/Code
Theoretical classes in attendance	76. Available Attendance Forms
System of Decisions	77. Semester / Year
2 theoretical + 0 practical = 2 hours per week 2×30 = 0 6 hours per year	78. Number of Credit Hours (Total)
7 / 4 / 2024	79. The history of preparation of this description

## 80. Course Objectives

- 1) Providing the student with theoretical information on Baath crimes.
- 2) Identify the concepts and vocabulary of the material .
- 3) Know the basics and steps of reporting.
- 4)The possibility of the student acquiring knowledge and skills, the general practice of the subject



## 81. Learning outcomes and teaching, learning and assessment methods

A- Cognitive objectives  
A2- Linking scientific knowledge to a theory.

### Teaching and learning methods

- Reports and seminars

### Evaluation methods

- 1) Oral tests.      2) Seminars, reports and research 3) Daily evaluation.
- 4) Practical exam. 5) Semester exam.
- 6) The second semester exam. 7) Final Exams

### Teaching and learning methods

- 1) Attendance lectures. 2) Practical training 3) Attitudes

### Evaluation methods

- 1- Note      2- Interview      3- Student cumulative record 4- Absences

**d. General and transferable skills (other skills related to employability and personal development).**

- Applies modern computer programs in entering data for the material

## **Course Description Form (8)**

### **Professional Ethics**

<b>This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, proving whether he or she has made the most of the available learning</b>	
<b>Northern Technical University - Kirkuk Technical Institute</b>	<b>82. Educational institution</b>
<b>Marketing Management Techniques</b>	<b>83. Scientific Department / Center</b>
<b>Professional Ethics</b>	<b>84. Course Name/Code</b>
<b>Came</b>	<b>85. Available Attendance Forms</b>
<b>Second Year\</b>	<b>86. Semester / Year</b>
<b>30</b>	<b>87. Number of Credit Hours (Total)</b>
<b>7-4-2024</b>	<b>88. The history of preparation of this description</b>
<b>89. Course Objectives</b>	
<b>The Engineering Ethics curriculum aims to introduce the student to the skills of Engineering Ethics, the field of applied ethics, and a system of ethical principles that apply to engineering practice. This field deals with the obligations that an engineer has to society, his clients and his profession, and as a scientific discipline, it is closely related to many</b>	

## **90. Course Outcomes and Methods of Teaching, Learning and Assessment**

### **A- Cognitive objectives**

#### A- Knowledge Objectives

A1- During the academic year, the student learns the basics of engineering ethics.

A2- Enabling the student to know the main principles of the most prominent ethics of the engineering profession, its sources, types and mechanisms used for its purpose

A3- Enabling the student to know all the basics that he uses in the scientific material

### **B - Skills objectives of the course.**

B1- Enable students to familiarize themselves with the basic information necessary to free them from all violations

B2- Their knowledge of the most important ethics and instilling a sense of responsibility towards their individual rights and public interests

### **Teaching and learning methods**

- ✓ The teacher prepares lectures on the subject in electronic form and presents them to students.
- ✓ The teacher gives lectures in detail.
- ✓ The teacher requests periodic reports and homework assignments on

<p>the basic topics of the subject.</p> <ul style="list-style-type: none"> <li>✓ Methods of delivery and lectures</li> <li>✓ Dialogue methods</li> <li>✓ Use of projectors</li> </ul>
<b>Evaluation methods</b>
<p>2- Daily discussion to know the extent to which students understand the material and develop an evaluation of the daily participations. ( Daily Participation )</p> <p>3- Daily exams with various and short scientific questions to understand the extent of their comprehension of the material.</p> <p>4- Give part of the grade of each semester to homework.</p> <p>5- Daily exams (Kozat) and monthly exams for the curriculum and the final exam. (Monthly exams + final exams (end of semester)</p>
<p><b>C. Emotional and value goals</b></p> <p>Enables students to recognize the values, attitudes and patterns of behavior that elevate and uphold professional ethics.</p> <p>C1- Urging the student to understand the objective of studying the subject in general.</p> <p>C2- Urging the student to think about how to develop himself in the field of specialization.</p> <p>C4- Making the student able to deal with the calculator and how to use the programs in accordance with the systems and rules of ethics of his profession.</p>
<b>Teaching and learning methods</b>
<p>4- Lecturing</p> <p>5- Panel Discussions</p> <p>6- Use of modern means (calculator and Internet)</p>
<b>Evaluation methods</b>
<p>1- E-learning</p> <p>2- Cooperative or group education</p> <p>3. Brainstorming</p> <p>4- Explanation and clarification through the use of pictures, diagrams and videos</p> <p>5- Use the data show to display the lecture</p>

## 1. Course Structure

Evaluation method	Method of education	Unit / Subject Name	Required Learning Outcomes	Hours	The week
Theoretical and practical exams	Theoretical + Practical	Marketing Strategies	The concept of marketing strategies	4	30
Theoretical and practical exams	Theoretical + Practical	Marketing supplies	Know and understand marketing supplies and their importance	4	30
Theoretical exams	theoretical	English Language	Teaching marketing terminology in English	2	30
Theoretical and practical exams	Theoretical + Practical	Computer	How to use computers in the marketing field	2	30
Theory exams	theoretical	psychology	Studying consumer and customer behaviors in marketing fields	2	30
Theory exams	theoretical	Arabic	Know the rules and write punctuation marks	6	30
theoretical and practical exams	Theoretical + Practical	Accounting	Commercial transactions and credit and debtor record	2	30

