

Course Description Form

1. Course name	
commerce–Marketing and e	
2. Course code	
Huc–acc–015	
3. Chapter/Year	
First course / 2025	
4. Date of preparation of this description	
2025/2/8	
5. Available attendance forms	
My presence	
6. (of units (total Number of study hours (total) / Number	
hours / 39 units 39	
7. (Name of the course administrator (if more than one name is mentioned	
: Email M.M. Marouj Kazim Hadi :Name Wcni1659@gmail.com	
8. Course objectives	
It aims to expand the buying and selling operations, and provide all products and goods on the widest scale, which is one of the most marketing. Also, the goals of -important goals of e marketing include enhancing the brand of -e strengthening the ,companies and institutions and customers communication link between companies, and documenting trust between and companies, and making it mutual customers .between them	Subject objectives
9. Teaching and learning strategies	
	Strategy

10. Course structure					
Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
	My presence	Introduction to the study of marketing: Developing the - concept of marketing Definition of -marketing Importance of marketing for the - establishment Importance of marketing at the state Methods of - level studying marketing		3	1
	My presence	Marketing System: – System Concept – Marketing System Marketing System and Environment		3	2
	My presence	Consumer Behavior: Consumption and the importance of studying consumer Consumer -behavior -behavior theories Stages of the consumer buying Consumer -process .buying motives Market segmentation: – Market concept Final consumer market and types of –consumer goods -Industrial second hand market and		3	3

		industrial types of .goods			
	My presence	Promotion: Definition of promotional -elements Promotional mix Personal -elements selling		3	4
	My presence	Product: Meaning and importance of product Product - development and planning of new Product life -product Reasons for -cycle product failure		3	5
	My presence	Pricing: Definition of price and pricing Factors -objectives affecting price -determination Methods adopted in pricing		3	6
	My presence	Distribution: Definition and importance of -outlets distribution -Distribution outlets Distribution outlets -for production goods Distribution outlets for services			7
	My presence	Sales: The concept and importance of Sources of - sales obtaining the field of The status of -sales choosing the field of sales		3	8
	My presence	Purchasing: Concept and importance of the -purchasing function Sources of obtaining		3	9

		Standards -purchases adopted in purchasing			
	My presence	Transportation and Storage: Concept and Importance of Storage Storage Costs and - -Inventory Control Definition and Importance of Transportation		3	10
	My presence	Information Systems and Marketing Systems: The concept of marketing -information systems The concept and importance of Different - marketing - types of marketing Comparison between marketing information systems and marketing research		3	11
	My presence	Services: Meaning and Importance of Distinctive -Services Characteristics of Services -Services Analysis		3	12
	My presence	Marketing costs: Concept of marketing Distinctive -costs characteristics of -marketing costs Difference between marketing and -production costs Classification of marketing costs		3	13
	My presence	commerce-E		3	14
	My presence	commerce-E			15

11. Course Evaluation

. The grade is distributed over 30 monthly exams, 10 daily assessments, and 60 semester exams

12. Learning and teaching resources

Electronic And trade Marketing Bakri-Al Dr. Thamer	(Required textbooks (methodology if any
marketing-E Dr. Mustafa Youssef Kafi	(Main References (Sources
	Recommended supporting books and (.references (scientific journals, reports, etc
	Electronic references, websites