

Course Description Form

1. Course name

Marketing and e-commerce

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. Number of study hours (total) / Number of units (total)

hours / 39 units 39

7. Name of the course administrator (if more than one name is mentioned)

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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 important goals of e-marketing. Also, the goals of e-marketing include enhancing the brand of companies and institutions, strengthening the communication link between customers and companies, and documenting trust between customers and companies, and making it mutual .between them

Subject objectives

9. Teaching and learning strategies

Strategy

قسم الحاسبة

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 level - Methods of 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 behavior - Consumer behavior theories - Stages of the consumer buying process - Consumer .buying motives Market segmentation: Market concept – Final consumer market and types of consumer goods – Industrial second-hand market and		3	3

قسم المحاسبة

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

قسم المحاسبة

		purchases - Standards 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 marketing - Different types of marketing - Comparison between marketing information systems and marketing research		3	11
	My presence	Services: Meaning and Importance of Services - Distinctive Characteristics of Services - Services Analysis		3	12
	My presence	Marketing costs: Concept of marketing costs - Distinctive characteristics of marketing costs - Difference between marketing and production costs - Classification of marketing costs		3	13
	My presence	E-commerce		3	14
	My presence	E-commerce			15

11. Course Evaluation

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

12. Learning and teaching resources

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