

**Ministry of Higher Education & Scientific Research**  
**University of Kufa**  
**Faculty of Administration and Economics**  
**Department of Business Administration**  
**Program Master of The Business Administration**  
**Marketing Management**  
**The Second Course / 2017-2018**  
**Prof. Dr. Hakim Jabbori Al-Khafaji**

<b>N</b>	<b>Total</b>	<b>Week</b>	<b>Hours</b>
1	<b>The History of Marketing Management</b>	1	3 Hours
2	<b>Customer – Driven Marketing</b> Case Study	2	3 Hours
3	<b>The Marketing Environment, Ethics and Social Responsibility.</b> Case Study	3	3 Hours
4	<b>E –Commerce: Electronic Marketing and the Internet. Succeeding Using Relationship and Database Marketing</b> Case Study	4	3 Hours
5	<b>New Product Planning and Development</b> - Case Study	5	3 Hours
6	<b>The Political Environment: A Critical Concern</b> Case Study	6	3 Hours
7	<b>The First Exam</b>	7	3 Hours
8	<b>Products and Services for Consumers</b> Case Study	8	3 Hours
9	<b>Products and Services for Businesses</b> Case Study	9	3 Hours
10	<b>Strategies of Pricing</b> Case Study .	10	3 Hours
11	<b>Positioning Services in Competitive Markets</b> Case Study	11	3 Hours
12	<b>Emerging Marketing Techniques</b> Limitations to Contemporary Marketing Techniques Case Study	12	3 Hours

13	<b>Designing and Managing Service Process .</b> Case Study	13	3 Hours
14	<b>The second exam</b>	14	3 Hours
15	<b>Researches Discussion</b>	15	3 Hours

<b>Evaluation of The Student in The Course/ of 50%</b>		
<b>N</b>	<b>Total</b>	<b>Mark</b>
1	<b>Lecture</b>	10
2	<b>The Seminars</b>	10
3	<b>Search the end of the Course</b>	10
4	<b>Exam 1+ Exam 2</b>	10 +10
5	<b>Total</b>	<b>50</b>