

Course Description of Marketing and e-commerce

1. Course Name					
Marketing and e-commerce					
2. Course Code					
MEC					
3. Semester / Year					
Second Semester 2025–2026					
4. Date of Preparation of this Description					
1/2/2026					
5. Available attendance forms					
Classroom attendance					
6. Number of study hours (total) / Number of units (total):					
3 hours / 3 units					
7. Course instructor name					
Name: Ahmed Razzaq Kadhim jassim Ahmed.razzaq@uowa.edu.iq					
8. Course objectives					
Course objectives		To equip students with the necessary knowledge and skills in marketing. To enable students to analyze market data to improve performance and increase brand awareness. To enable students to manage promotion, sales, and payment processes in an e-commerce environment.			
9. Teaching and learning strategies					
Strategy		<ul style="list-style-type: none"> ✓ Delivering lectures and engaging in direct dialogue and discussion with students. ✓ Emphasizing student participation in lectures through question-and-answer sessions. ✓ Assigning homework to address various problems. ✓ Monthly, midterm, and final exams.. 			
10. Course structure					
Week	Hours	Required learning outcomes	Name of unit or topic	Learning method	Evaluation method
1	3	Understanding the evolution of the marketing concept, its importance, and methods of studying it.	Introduction to Marketing Studies	Lecture - Questions and Answers	Degree on participation
2	3	Understanding the system and the marketing system	marketing system	Lecture- Discussions	Grade on homework
3	3	Understanding consumption and the importance of studying consumer behavior	consumer behavior	Lecture - Questions and Answers	Grade on the classroom exam
4	3	Understanding the concept of the product, its development, and its life	product	Lecture - Questions and	Degree on participation

		cycle		Answers	
5	3	Understanding the concept of price, pricing objectives, and factors affecting pricing	pricing	Lecture-Discussions	Grade on the quiz exam
6	3	Understanding the concept of distribution, the importance of distribution channels, and their types	distribution	Lecture - Questions and Answers	Grade on the classroom exam
7	3		Midterm exam	exam	Grade on the exam
8	3	Knowledge of promotion and the elements of the promotional mix	promotion	Practical examples	Degree on participation
9	3	Understanding the concept and importance of the purchasing function and sources for obtaining purchases	purchasing	a lecture	Grade on homework
10	3	Understanding the concept and importance of sales	sales	Lecture - Questions and Answers	Grade on the quiz exam
11	3	Determining storage costs and inventory control	Transportation and Storage	Lecture-Discussions	Degree on participation
12	3	Understanding the distinctive characteristics of marketing costs	marketing costs	Practical examples	Degree on participation
13	3	Understanding the nature of e-commerce	e-commerce	Lecture - Questions and Answers	Degree on participation
14	3	Understanding e-commerce applications	e-commerce	Lecture-Discussions	Degree on participation
15	3	Discussion of reports	Discussion of reports	Lecture	Grade on the report

11. Course Evaluation

The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

- A. A. In-class assignments: 10 marks
- B. B. Quizzes: 10 marks
- C. C. Reports: 10 marks
- D. D. Homework: 10 marks
- E. E. Midterm exam: 10 marks
- F. F. Final exam: 50 marks
- G. G. Total = 100 marks

12. Learning and teaching resources

Required textbooks	1. Book: Marketing Management. Thamer Al-Bakri, 2020
Main references	
Recommended supporting books and references	
Electronic references,	

websites	
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