

View configuration Master academic

The field: Economic, commercial and management sciences

Branch: Commercial Sciences

Specialization : Marketing

University year : 2022/2023

III The detailed program for each subject -
(*Provide a detailed card for each subject*)

Master's title: Marketing
Hexagram: the first
Unit name: basic
Course name: Strategic and competitive analysis
Balance: 5
Parameter: 2
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

The student acquires knowledge related to the strategic analysis process and controls it in a way that enables him to differentiate between the various tools and models used in strategic analysis and the ability to diagnose strategic situations and choose strategic alternatives within the competitive environment

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

The student must have training in the basics of marketing, the marketing process, the basic concepts of marketing, marketing management and marketing information systems, in addition to the basics of strategic management

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

:The main topics of the subject are

- 1- Porter's five competitive forces model
- 2- Analytical matrices as a tool for determining the strategic behavior of the organization
- 3-) Consulting Group BCG Matrix (
- 4- McKinsey _ Matrix
- 5- ADL Matrix
- 6- Ashridge matrix
- 7- Hofer matrix
- 8- Cubic matrices
- 9- Comparison of ADL and Mc matrices Kinsey, BCG

The student's personal work is in the form of preparing case studies and applications of matrices in real life for international companies

Evaluation method: continuous observation, examination , etc. (weighting is left to the discretion of the training team)

Master's title: Marketing

Hexagram: the first

Unit name: basic

Course Name: Innovation and Product Development

Balance: 5

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

and an overview of innovation concepts, which will provide development embrace students with the terminology and methods that will enable them to the philosophy of innovating , developing and improving products through ...
. Providing the best and creating value faster than competitors

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

Modern marketing concepts, how to design products and brands, and look at .marketing strategies

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

axis : methods of generating ideas

Creativity techniques for products-

Product development processes-

- Market entry strategies

axis : initiating innovation

Defining innovation-

Types of innovation (incremental, competitive, radical)

Different models of the innovation process-

The need to look at innovation in an organizational context-

axis : managing innovation within institutions

A view on institutions and innovation-

Organizational characteristics that facilitate innovation-

The role of the individual in the innovation process-

Information technology systems and their impact on innovation-

axis : Introduction to the development process

The nature and source of the development process-

Classification of new products-

Factors affecting the development process-

axis : Marketing methods for product development

Factors that lead to making the amendment decision-

Forms of development through product-

Other methods of development-

Sixth axis: Stages of product development

Selecting and preparing the new product-

Sales forecasting and market testing-

Submitting the new product-

**Evaluation method: continuous observation, examination , etc.
(weighting is left to the discretion of the training team)**

60% / exam Continuous calendar40%

**Master's title: Marketing
Hexagram: the first**

Unit name: basic

Course name: Sales force management

Balance: 4

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

After taking the standard, the student will be able to develop a general framework for sales management, a high sales culture, manage productivity meetings and link them to the organization's goals, put the right people in the right place, encourage high-performing salesmen, and address low-performance problems

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

.Learn about marketing principles and management principles

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

1. Introduction to sales management
2. Planning and organizing sales
3. Points of sale (design, selection, management)
4. Salesmen
5. Sales force training
6. Motivating sales forces
7. Make decision
8. Personal selling
9. Sales budget

Evaluation method: continuous observation, examination , etc. (weighting is left to the discretion of the training team)

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Master's title: Marketing

Hexagram: the first

Unit name: basic

Course name: Quantitative methods in marketing 1

Balance: 4

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*)

The completion of this educational unit makes the student able to identify the various methods and quantitative techniques used by the marketing person within the economic institution with regard to the various marketing activities practiced and expected in the future in light of the ongoing environmental changes in an efficient and effective manner

Required prior knowledge: (*a detailed description of the knowledge required that will enable the student to continue this education, two lines at most*)

Knowledge of basic principles in marketing, market study, organization mathematics, operations research

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

- Introduction to quantitative techniques
- Linear programming (mathematical model formation , forms of mathematical models and ways to solve them
- Graphical method
- The spreadsheet method or Simplexe
- The binary issue
- Transportation problems (definition of the transportation problem , methods for obtaining the basic solution in transportation problems , optimization testing and stages of the optimization process in transportation problems , special cases in transportation problems
- Appointment or assignment issues (methods for solving assignment issues , special cases in assignment issues
- Business networks (definition of business networks and the methods used in them , the critical path method CPM the program evaluation and review techniques PERT method . (
- .Reducing project completion time in business networks

Evaluation method: continuous observation, examination, etc. (weighting is left to the discretion of the training team)

Exam + continuous assessment in directed work

Master's title: Marketing

Hexagram: the first

Unit name: Methodology

Course name: Communication and administrative editing

Balance: 4

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

Training the student on administrative writing and learning about the principles and rules of administrative editing in order to give the student . abilities in the field of administrative editing and communication

Required prior knowledge: (*a detailed description of the knowledge required that will enable the student to continue this education, two lines at .(most*

The student must have knowledge of the principles of management and organization, in addition to understanding the basic concepts in automated . media

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

- .Concepts about communication And administrative editing
- .Advantages of the administrative style -
- .Basic rules for writing administrative letters -
- .Types of administrative message -
- .Samples of administrative narrative documents -

Evaluation method: continuous observation, examination, etc. (weighting is left to the discretion of the training team)

Exam 60% continuous assessment in directed work 40 +%

Master's title: Marketing

Hexagram: the first

Unit name: Expeditionary

Course name: Applications in digital marketing

Balance: 2

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

New technology, especially the Internet, has imposed the need to move towards a modern marketing approach, which is digital marketing, which gives the student knowledge about modern marketing practices by using digital platforms to correctly target customers in the shortest time and .promoting in a large and varied manner, which increases the volume of sales

Prior knowledge required: (*A detailed description of the required ID that .(enables the student to continue this education, two lines at most*

Scientific background and possession of knowledge about electronic .marketing, And its understanding of social media marketing applications

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

The first axis: Transformation from traditional marketing to digital marketing

- 1- How the Internet changed marketing
- 2- The evolution of the concept of digital marketing
- 3- The relationship between digital marketing and e-business (e-commerce, (e-marketing

?axis : What is digital marketing

Definition of digital marketing -1

Marketing's benefit from technological applications (ready-made programs, -2 (social media applications, mobile applications

Digital marketing strategy-3

axis : online product policy

.Definition of the online product and its types -1

.Online branding-2

.Developing new products online-3

axis : Online pricing policy

The impact of the Internet on price determination-1

Online pricing strategy-2

New pricing approaches-3

Online payment methods-4

axis : online distribution policy

Internet and changing distribution channels-1

Different strategies for distribution channels-2

Electronic logistics services -3

axis : digital communication policy

Definition of digital communication and its characteristics -1

.Digital advertising market-2

Different forms of digital advertising-3

Evaluation method: continuous observation, examination , etc.

(weighting is left to the discretion of the training team)

% examination and 40% .continuous monitoring

Master's title: Marketing

Hexagram: the first

Unit name: horizontal

Course name: Specialized foreign language 01

Balance: 1

Parameter: 1

Education style: Attendance

:Education objectives

.Teaching the student terminology related to the specialty

:Prior knowledge required

. The student must have a background in the basics of the English language

:Article content

.Terms in marketing -

.Texts that include various topics in marketing -

:Evaluation method

Continuous evaluation in directed work 100%

Master's title: Marketing

Hexagram: the second

Unit name: basic

Course name: Brand management

Balance: 5

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

At the end of the semester, the student will be able to analyze the concept of the trademark and its extension , as well as its types, life cycle, and evaluation models, in addition to the ability to study the sustainability of the trademark and determine its legal and ethical status, as well as the possibility .of registering it and granting licenses related to its management

Prior knowledge required: (*A detailed description of the required ID that .(enables the student to continue this education, two lines at most*

The student is supposed to receive training related to the basics of marketing and the fundamental concepts of marketing, in addition to an introduction to .strategic management

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

- .The nature of the trademark and the name of the trademark
- .Brand manager tasks
- Types of trademarks and trademark extensions
- . Brand life cycle
- . Brand evaluation and cancellation models
- Strategies to enhance business portfolio and brands
- .Brand terms and sustainable branding
- . Brand relationship with strategic analysis tools and series The word
- Trademark protection (ownership , registration , cost, licenses.....)

The student's personal work is in the form of applications and case studies for . international brands, according to the aforementioned topics

Evaluation method: continuous observation, examination , etc. (weighting is left to the discretion of the training team)

Master's title: Marketing
Hexagram: the second
Unit name: basic
Course name: Quality management
Balance: 5
Parameter: 2
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

- Learn about the concept of quality, its development, total quality management, and its importance to organizations
- .Learn about the principles of total quality management
- .Identify the most important certificates related to quality

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

- .Good knowledge of management principles and functions
- .General knowledge about enterprise economics topics

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

- 1- What is quality (the concept of quality, its importance, and its pioneers)
- 2- What is total quality management (concept, development, benefits, goals, principles)
- 3- Strategic management of total quality management (definition, stages, models)
- 4- Implementing total quality management (requirements, levels, stages, obstacles)
- 5- Customer focus (customer concepts, quality and value chains, design according to customer needs)
- 6- Relationship with suppliers (organizational requirements for suppliers, supply chain strategy)
- 7- Continuous improvement (concept, Kaizen, Six Sigma, re-engineering, quality rings, benchmarking, performance measurement)
- 8- Employee empowerment (concept, dimensions, types, training for empowerment, work definition)
- 9- .International quality certificates and awards

- **:Evaluation method: Observing the student's personal work**

- ,Discussion during lectures
- ,Conduct research on related topics
- ,solve case studies
- . Carrying out additional duties related to lectures

Ongoing, exam ...etc. (weighting is left to the discretion of the training team

Master's title: Marketing
Hexagram: the second
Unit name: basic
Course name: Quantitative methods in marketing 2
Balance: 4
Parameter: 2
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

The completion of this educational unit makes the student able to identify the various methods and quantitative techniques used by the marketing person within the economic institution with regard to the various marketing activities practiced and expected in the future in light of the ongoing environmental . changes in an efficient and effective manner

Required prior knowledge: (*A detailed description of the required knowledge that enables the student to continue this education, two lines at .(most*

Knowledge of basic principles in marketing, market study, organization mathematics, operations research

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

- Decision-making methods in marketing (definition of decision, stages of .(decision-making, decision-making when certain
- Making decisions in marketing under conditions of uncertainty (maximum criterion, minimum maximum criterion, maximum minimum criterion, .(minimum minimum criterion , regret criterion or Savage criterion
- Making decisions in marketing in case of risk (expected value criterion, .(most likely criterion, decision tree
- . Time series and their role in sales forecasting
- Inventory management models (inventory definition, inventory (classification, inventory management costs, inventory control
- Economic demand quantity model (definition of the model, its basic (assumptions, conclusion of economic demand quantity
- .Deducing the economic order quantity if the order is supplied in batches
- .Deducing the economic order quantity in the case of purchasing
- .Determine the appropriate time to issue a purchasing decision
- .Buffer stock

- Queuing theory in marketing (definition, basic elements of queuing, (queuing models
- . Game theory and its role in analyzing conflict and market dominance

Evaluation method: continuous observation, examination, etc. (weighting is left to the discretion of the training team)

Exam + continuous assessment in directed work

Master's title: Marketing

Hexagram: the second

Unit name: basic

Course Name: Customer Relationship Management

Balance: 4

Parameter: 2

Education style: Attendance

:Education objectives

It aims to make the student aware that the successful strategic implementation of this knowledge and in all areas of the organization, starting from senior management down to employees who are in direct contact with customers, is the integrated thought of the new marketing philosophy. Achieving satisfaction for the organization's customers is the path to success .and at the same time it is the organization's goal

:Prior knowledge required

.Marketing principles, marketing strategy, and services marketing

:Article content

Development of the concept of customer relationship management –

Definition and importance of customer relationship management –

Steps and strategies for implementing customer relationship management –

Standards for measuring customer relationship management performance –

Dimensions of customer relationship management –

Customer profitability analysis –

The impact of customer relationship management on the marketing performance –
of service institutions

:Evaluation method

60% exam + continuous assessment in directed work 40%

Master's title: Marketing
Hexagram: the second
Unit name: Methodology
Course name: Islamic Marketing
Balance: 5
Parameter: 2
Education style: Attendance

Education objectives: (mention the qualifications the student is supposed to (acquire after passing this subject, in three lines at most

:This course has been designed to achieve a set of the following objectives

1. Creating a jurisprudential and cognitive base for the student through . which he can become familiar with Islamic marketing
2. Providing the student with the ability to distinguish between what is permissible in the marketing process and what is forbidden by law, ;which serves his specialty
3. Developing the student's skills in marketing to support his other knowledge in the field of marketing, especially with regard to .commercial and financial transactions and contemporary sales

Prior knowledge required : (A detailed description of the required ID that .(enables the student to continue this education, Two lines at most

Since the scale is new, the student has not previously studied it or studied other similar or complementary scales, and therefore the scales that deal with marketing and trade are considered very important for understanding the scale and being easy to understand, especially if the student is familiar with some Qur'anic .images and verses and some Prophetic hadiths in financial transactions and sales

Subject Content: (It is mandatory to specify the detailed content of each subject (with reference to the student's personal work

- **;The first axis: the concept of Islamic marketing**
 - ;Islamic market
 - ;Definition of marketing from an Islamic perspective
 - ;Islamic marketing objectives
 - ;Motives for the emergence of Islamic marketing
 - ;Characteristics of Islamic marketing
 - .Commercial transactions in Islamic marketing
- **;Marketing controls in the Islamic economy :The second axis**
 - ; The concept of the jurisprudential officer and officer
 - ; Doctrinal controls of marketing
 - . Ethical controls for marketing
- **.The third axis: Sharia controls for the Islamic marketing mix**

- ; controls
- ;price controls
- ;Promotion controls
- ;Distribution controls
- ;Controls of physical evidence in Islamic marketing
- ;Individual controls in Islamic marketing
- .Operations controls in Islamic marketing
- **.Fourth axis: Strategic marketing and Islamic marketing**
 - ;Strategic marketing
 - ;Islamic marketing and strategy
- **.The fifth axis: Islamic marketing research**
 - ;Types of Islamic marketing research
 - ;Stages of preparing marketing research
 - ;How the Islamic marketing research system works
- **.Sixth axis: Islamic marketing model**

Evaluation method: continuous observation, examination , etc. (weighting is left (to the discretion of the training team

method Evaluation					
Relative weight of evaluation			Brand		Rating in percentage
60%	60%	Lecture weight	20/20		Exam
14%	40%	Weight of directed and applied work	20	7	Partial exam
16%				8	Directed works (research: (preparation/presentation
06%				3	Attendance (attendance/ (absence
% 04				2	Other items (share)

Master's title: Marketing Hexagram: the second Unit name: Methodology Course name: Methodology for preparing a master's memorandum Balance: 4 Parameter: 2 Education style: Attendance			
Methodology for preparing a master's memorandum :Course name			
All branches	Branch	Faculty of Economic , Commercial and Management Sciences	The field
Master	the level	marketing	Specialization
2023-2022	college year	the second	Hexagon
Getting to know the educational material			
methodology	Education unit	Methodology for preparing a master's memorandum	Subject Name
2	Factories	4	Number of credits
hour 30 1	Lecture (number of hours per week)	hours 3	Weekly Courier Volume
	Practical work (number of hours per week)	hour 30 1	Directed work (number of hours per week)
Educational Subject Officer (changes according to assignment in each semester and in each college)			
Lecturer Professor A	Rank		nickname
	E-mail	/	Determine the office location
.....	Lesson timing and location		phone number
Description of the educational material			
Scientific research methodology			Acquisitions

Preparing the student on how to prepare and prepare for writing memoirs or .graduation research				The general objective of the educational material	
The skills to be achieved are how to adjust the problem and hypotheses, as well as how to differentiate between the dependent variable and the independent variable				Learning objectives skills to be) (achieved	
Content of the educational material (The number of topics for each subject is determined (nationally and approved in the preparation of university publications					
Concepts about scientific research methodology				The first axis	
Types of scientific research				The second axis	
Classic scientific research methodology andIMRAD methodology				The third axis	
Specifications of a good and attractive title				fourth Axis	
The dependent variable and the independent variable				Fifth axis	
Controlling the problem of scientific research and scientific research hypotheses				Sixth axis	
Determine the importance and objectives of scientific research and justifications for choosing the topic				The seventh axis	
Determine the spatial and temporal boundaries of scientific research				The eighth axis	
Methods of using questionnaire, interview and observation				The ninth axis	
				The tenth axis	
(illustrative example) method Evaluation					
Relative weight of evaluation			Brand		Rating in percentage
60%	60%	Lecture weight	20/20		Exam
10%	40% Weight of directed and applied work		20	10	Partial exam
16%				02	Directed works (research: (preparation/presentation
-				-	Practical works
04%				-	Individual project
-				-	Group work (within a team)
-				-	Field trips
06%				04	Attendance (attendance/ absence)

% 04				04	Other items (share)				
<p>For subjects that are taught in the form of lectures or whose evaluation is an examination without continuous monitoring, the subject average is measured by an examination point of 100%</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 2px;">معدل المادة</td> <td style="padding: 2px;">= ن.الامتحان</td> </tr> <tr> <td style="padding: 2px;"><i>Moy.M</i></td> <td style="padding: 2px;">= <i>Note Examen.</i></td> </tr> </table>						معدل المادة	= ن.الامتحان	<i>Moy.M</i>	= <i>Note Examen.</i>
معدل المادة	= ن.الامتحان								
<i>Moy.M</i>	= <i>Note Examen.</i>								
<p>For subjects taught in the form of lectures and directed/practical work, or the nature of their evaluation by examination and continuous monitoring, the subject average is measured by the weighting of the lecture and directed work (unified :nationally)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 5px;">Material rate</td> <td style="padding: 5px;">Lecture point * 0.6 + Business Oriented/Applied point</td> </tr> <tr> <td style="padding: 5px;"><i>Moy.M</i></td> <td style="padding: 5px;">0.4 = * (Note Ex * 0.6) + (Note Td * 0.4) =</td> </tr> </table>						Material rate	Lecture point * 0.6 + Business Oriented/Applied point	<i>Moy.M</i>	0.4 = * (Note Ex * 0.6) + (Note Td * 0.4) =
Material rate	Lecture point * 0.6 + Business Oriented/Applied point								
<i>Moy.M</i>	0.4 = * (Note Ex * 0.6) + (Note Td * 0.4) =								
Sources and references (nationally standardized)									
: Recommended basic reference with it									
Publishing House and Sunnah		Author		Reference title					
Research House. , (2009) Algeria Fifth edition, Dar Al-Gharb for Publishing and Distribution, Oran: Algeria, .2007		Qaddi Abdul .Majeed Ahmed Talib		Foundations of scientific research in economic and administrative sciences: theses and dissertations Methodology for preparing university notes and theses, a researcher's guide					
:Additional support references (if available)									
1. Ahmed Badr, 1973, Principles of Scientific Research and Its Methods, Kuwait, Publications Agency .2									
The expected time distribution of the subject program (according to (each college or institute									
the date	Lecture content	the week							
	Review the concept of scientific research	First week							
	Identify the differences between	second week							

	types of scientific research	
	Classic scientific research methodology	the third week
	IMRAD methodology for scientific research	fourth week
	Specifications of a good and attractive title	The fifth week
	How to adjust the scientific research problem and sub-questions	the sixth week
	Identify variables (dependent (variable and independent variable	
	How to adjust scientific research hypotheses	Seventh week
	How to determine the importance and objectives of scientific research	The eighth week
	How to determine the justification for choosing a topic	Week nine
	How to determine the spatial and temporal boundaries of scientific research	The tenth week
	How to create a questionnaire or form	Week eleven
	How to prepare for an interview	twelfth week
	How to use the note and its requirements	thirteenth week
Determined by management	End of semester exam	
Determined by management	Make-up exam for the subject	

Personal business

1. Students' evaluation and attendance cards for workshops, especially those organized ; during school days, forums, seminars and conferences
2. Collective work such as public research and reporting on new economic ;phenomena
3. Participate in measuring public opinion through surveys and sounding out opinions ;especially at the university level and the economic and social environment ,
4. ;Preparing special cards for translating terms related to the specialty or subject
5. Preparing a reading card for scientific articles, master's notes, doctoral theses, a ;book, or a chapter thereof within the subject's themes
6. major data and data , economic figures, tables, curves, or maps, and economic reports for international bodies and organizations, tracking the student's office and /electronic reading activity (university websitesSNDL (..... As well as library loan .and its evaluation of scientific research methodology materials
7. Evaluating students' interactive questions via theMoodle platform ;
8. Presence and interaction in theMoodle floor ;

Master's title: Marketing

Hexagram: the second

Unit name: basic

Course Name: Advertising Engineering and Design

Balance: 2

Parameter: 2

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

- .Learn about the concept, origins and functions of advertising
- .Learn about advertising design methods
- Learn how to manage an advertising campaign and use the appropriate .method

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

- .Good concepts of marketing principles
- .Knowledge of management principles

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

- 1- What is promotion (the concept of the promotional mix, its elements)
- 2- Advertising: foundations and concepts (concept, development, (importance and functions
- 3- Advertising methods and types (pros and cons)
- 4- Electronic advertising (concept, types, requirements, ethics)
- 5- Advertising and behavior research (advertising and consumer behavior, (steps, methods, areas, evaluation
- 6- Advertising management (advertising strategy, functions, controls and (ethics of advertising
- 7- Advertising planning (concept and types of campaigns, stages and (methods, implementation and evaluation
- 8- The advertising message (the concept and types of advertising (messages , their design steps, and their components
- 9- The art of advertising design and production (stages, requirements, (methods, texts, colors, images, advertising formats, logos
- 10- Building the advertising budget (planning, cost measurement, (challenges
- 11- agencies (concept , types, selection criteria)

• **:Evaluation method: Observing the student's personal work**

- ,Discussion during lectures
- ,Conduct research on related topics
- ,solve case studies

- Carrying out additional duties related to lectures

**.Evaluation method: continuous observation, examination, etc
(weighting is left to the discretion of the training team)**

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Master's title: Marketing

Hexagram: the second

Unit name: horizontal

Course name: Specialized foreign language 02

Balance: 1

Parameter: 1

Education style: Attendance

:Education objectives

Teaching the student how to edit messages in order to achieve the management goal
.and how to choose terms related to effective communication between institutions

:Prior knowledge required

.The student must have knowledge of banking marketing terminology

:Article content

.Examples of correspondence in English in the field of marketing -

. Examples of correspondence in English in the field of banking marketing -

:Evaluation method

Continuous evaluation in directed work**100%**

Master's title: Marketing
Hexagram: the third
Unit name: basic
Course name: Marketing control
Balance: 6
Parameter: 3
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

aims to enable the student to become familiar with marketing control tools, how to use various tools to evaluate the performance of marketing activities, discover deviations between planned goals and achieved results, and how to correct them

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

must have prior knowledge about the control function within the organization, marketing principles, the elements of the marketing mix in detail, and some statistical tools

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

Chapter One: Managing marketing activity (planning, organizing, directing, and controlling)
Chapter Two: Introduction to marketing control (definition of marketing control, its importance, stages, and types)
Chapter Three: Monitoring the annual plan (sales analysis, market share (...monitoring, spending-to-sales ratio analysis)
Chapter Four: Controlling efficiency (its concept, tools for controlling the elements of the marketing mix)
Chapter Five: Monitoring profitability (its concept, indicators)
Chapter Six: Strategic control: its concept, tools for strategic control according to Kotler
Marketing review (its concept, objectives, stages, areas)

Evaluation method: continuous observation, examination , etc. (weighting is left to the discretion of the training team)

Exam 60% directed work 40%.

Master's title: Marketing
Hexagram: the third
Unit name: basic
Course name: Industrial Marketing
Balance: 6
Parameter: 3
Education style: Attendance
Dr. Saifi Walid, University of Biskra

:Education objectives

After reaching the quorum, the student obtains specific scientific credits in the field of industrial positioning , industrial marketing , and industrial economics, and thus he has acquired new tools for analyzing markets based on the principle of sectoral division of markets according to the principle of branch, .division, and market segment

:Prior knowledge required

The student must master quantitative techniques at least the minimum level of literature , not to mention descriptive statistics and operations research

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

I- :Lectures

The first axis: Introduction to industrial economics and industrial marketing

axis : Basic conditions: structure/behavior/performance

The second axis: sectoral division of industries for industrial marketing

Fourth axis: targeting and industrial positioning

:Directed works

A/ List of research on industrial marketing scale:

1. Introduction to industrial economics
2. Industrial concentration indicators

3. Sectoral division of economies
4. The nature of industrial purchasing and purchasing behavior
5. Industrial marketing information system
6. Industrial market segmentation, targeting and positioning
7. Industrial product strategy
8. Industrial pricing strategy
9. Industrial distribution strategy
10. Industrial promotion strategy
11. Industrial marketing through e-commerce
12. Industrial marketing strategy
13. Marketing industrial services

Evaluation method: continuous observation, examination , etc. (weighting is left to the discretion of the training team

- Evaluation method for directed works in the scale: research 10 + hypotheses participation and personal work 5 + 5
- **Evaluation method in the test: 20 points**

Master's title: Marketing

Hexagram: the third

Unit name: basic

Course name: Marketing in non-profit institutions

Balance: 6

Parameter: 3

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

1. Learn about the concept of non-profit organizations and the goal of marketing in non-profit organizations
2. Reminder of the importance of marketing in non-profit institutions and in ... various service sectors, associations
3. Learn how some sectors adopt marketing in non-profit organizations

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

Prior knowledge of organization theories and management theories in particular

Prior knowledge of marketing theories and principles

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

1. Introduction to marketing in non-profit organizations
2. Strategic marketing planning for non-profit companies
3. Branding in non-profit organizations
4. Marketing communications in non-profit organizations
5. Digital marketing in non-profit organizations
6. Adopting marketing in civil society organizations as a non-profit organization
7. Adopting marketing in the Zakat Foundation
8. Adopting marketing in endowment institutions

**Evaluation method: continuous observation, examination , etc.
(weighting is left to the discretion of the training team)**

Master's title: Marketing
Hexagram: the third
Unit name: Methodology
Name of the material: statistical software 2
Balance: 5
Parameter: 2
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

Enabling the student to use statistical programs Used in economic analysis

Analyzing the questionnaire usingSPSS

Studying the relationship between a dependent variable and more than one independent variable, multiple regression analysis by analyzing the outputs through the noses of analysis of variance

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*

basic knowledge in mathematics, descriptive and inferential statistics, and analysis, and the student may have acquired it at a non- A level . It can also be reviewed because it remains essential in the continuation of future lectures . The analysis also requires preliminary knowledge of the program .obtained in the year . The third bachelor's degree

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

The first axis includes inferential statistics analysis

*The second axis: Steps and stages of collecting statistical data
statistical hypothesis testing UsingSPSS program*

The fourth axis: tests Parametric UsingSPSS program

The fifth axis: correlation analysis UsingSPSS program

The sixth and seventh axis: Multiple regression analysis usingSPSS

The eighth axis: Analysis of the questionnaire usingSPSS

**Evaluation method: continuous observation, examination , etc.
(weighting is left to the discretion of the training team)**

Master's title: Marketing
Hexagram: the third
Unit name: Methodology
Course name: Supply chain management
Balance: 4
Parameter: 2
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

Study this the scale He will be able requester from: to understand comprehensive And knowledge Increasing For all Operations series Supply from the beginning to the end, And also to understand And knowledge Tools and techniques Advanced used in administration series supply, And apply it To improve Processes . to improve practical Thinking To preempt Challenges And processed until no effect on delivery the goods . and more Knowledge And experience To reduce Waste Physical And therefore Costs that You incur it the organization, Than constribte in the growth .Organizational

knowledge **Prior knowledge required:** (*A detailed description of the required that will enable the student to continue this education, two lines at .(most*

The student must have previous knowledge about the international trade mechanism customer relationship management, , From payment methods, customs clearance .marketing strategies, and transportation methods

Subject Content: (It is mandatory to specify the detailed content of each (subject with reference to the student's personal work

The first axis: an overview of supply chain management

1. *? Concept administration series Supply (What is supply chain management- The goal of supply chain management- The importance of the supply chain , (elements of supply chain management*
2. *The role of logistics in supply chain management*
3. *Integrated supply chain management (integrated logistics management , (quality customer service , purchasing management*

The second axis: supply chain logistics operations

1. *Inventory Management*
2. *Distribution and warehouse management*
3. *Packaging and handling*
4. *Transport*

The third axis: logistical planning and design of the supply chain

1. *Logistical planning*
2. *Global supply chains*

3. *Risk and security management*

Fourth axis: supply chain performance

1. *Stages of selecting a suitable supplier and supply chain flows*

2. *Supply chain performance metrics*

3. *Strategies and steps for creating an effective supply chain*

Fifth axis: Designing distribution networks and applying them to online sales

1. *?What is the role of distribution networks within supply chains*

2. *Challenges of distribution networks in supply chains*

3. *The relationship between distribution networks and shipping operations in supply chains*

method : continuous observation, examination , etc. (weighting is left to (the discretion of the training team

the exam Final 60 % Business Directed (reading Articles Academy And discuss it in Groups, offers, visits Field + stalking report) 40% .

Master's title: Marketing
Hexagram: the third
Unit name: Expeditionary
Course name: Business law
Balance: 2
Parameter: 2
Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*
Trying to form a legal thought for the student that will enable him to become familiar with the legal rules that govern business law

Prior knowledge required: (*A detailed description of the required ID that enables the student to continue this education, two lines at most*
Familiarity with the introduction to legal sciences (principles of law)

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

:The nature of business law -1

- identification
- Features (speed and credit)
- Business law sources
- Judicial jurisdiction (regular judiciary / specialized commercial court)

.Classification of commercial businesses according to Algerian law -2

Business law persons -3

- Merchant (definition /conditions for acquiring merchant status)
- Merchant obligations

Commercial companies -4

- .Personal companies in Algerian law
- .Financial companies in Algerian law
- Termination of commercial companies in Algerian law

Commercial papers -5

- . identification
- . features
- .Classification of commercial papers in Algerian legislation

Commercial contracts -6

Bankruptcy and judicial settlement -7

**Evaluation method: continuous observation, examination , etc.
(weighting is left to the discretion of the training team)**

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Master's title: Marketing

Hexagram: the third

Unit name: horizontal

Course name: Seminar on modern trends in marketing

Balance: 1

Parameter: 1

Education style: Attendance

Education objectives: (*mention the qualifications the student is supposed to acquire after passing this subject, in three lines at most*

will be able to learn about modern concepts in marketing and how to apply them in business organizations through research and discussion sessions

Prior knowledge required: (*A detailed description of the knowledge required that will enable the student to continue this education, two lines at most*

must be familiar with the details of the marketing function, its applications within the organization, and the uses of technology in marketing practice

Subject Content: (It is mandatory to specify the detailed content of each subject with reference to the student's personal work

Chapter One: Social marketing, consumer protection, green marketing

Chapter Two: Network Marketing

Chapter Three: Pink Marketing

Chapter Four: Neuromarketing

Chapter Five: Political Marketing

Chapter Six: Viral Marketing

Chapter Seven: Marketing using email

Chapter Eight: Marketing using social media sites

Evaluation method: continuous observation, examination , etc. (weighting is left to the discretion of the training team)

.Acts directed

Alignment View Master Configuration academic

Branch: Commercial Sciences

Specialization: Banking Marketing

**- The detailed program for each
subject**

Master's title: Banking Marketing

Hexagram: the first

Unit name: basic

Course name: Introduction to services

Balance: 2

Coefficient: 6

Education objectives:

The student becomes broadly familiar with the principles and concepts of marketing in the field of services and acquires analytical qualifications in

this sector and take appropriate decisions.

Prior knowledge required:

In this regard, the student needs prior knowledge of marketing theories.

Article content:

- Nature of services (concept, definition..)
- The position of services in the economies of countries
- Features and characteristics of the service
- Classification of services
- The core of the service and surrounding services
- Marketing mix for services
- Service systems
- Creativity in services

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the first

Unit name: basic

Course name: Introduction to banking marketing.

Balance: 2

Coefficient: 6

Education objectives:

The student acquires a background knowledge about what banking marketing is, the quality of banking services, and knowledge of the elements

The banking marketing mix and its role in delivering banking services and products.

Prior knowledge required:

The student must be familiar with strategic marketing planning and commercial banking,

In addition to the basics of marketing and corporate strategy.

Article content:

- The nature of the banking service
- Types of banking services
- The nature of banking marketing
- Banking market
- Banking service consumer
- Banking marketing mix
- Quality of banking service

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the second

Unit name: Methodology

Course name: Banking techniques

Balance: 4

Coefficient: 6

Education objectives:

Institution: University of Biskra 28 Master's Title: Banking Marketing

6102/University Year 6102

This standard aims to present the organization of the banking sector and explains how the bank runs or operates, with a statement

Products and services offered by banks.

Prior knowledge required:

The student must have a background in financial institutions

Article content:

- Banks and individuals.
- Banks and institutions.
- Banks and financial markets.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Master's Title: Banking Marketing

Hexagram: the first

Unit name: basic

Course name: Strategic Marketing of Services

Balance: 6

Parameter: 2

Education objectives:

The student acquires knowledge about strategic marketing and how to apply it to service institutions.
And gain ability

To identify and analyze the strengths and weaknesses of the services organization compared to its competitors.

Prior knowledge required:

In this context, students need to understand the general principles of marketing and promotion, strategic management and planning.

Strategic.

Article content:

- The concept and nature of strategic marketing
- The importance of strategic marketing
- The position of strategic marketing in service institutions
- How to prepare a service marketing strategy
- Stages of marketing strategy in the services sector
- Basic strategies (cost, focus, diversification).
- The essence of the difference between practical marketing and strategic marketing

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the first

Unit name: Methodology

Course name: Market study

Institution: University of Biskra 23 Master's Title: Banking Marketing

6102/University Year 6102

Balance: 4

Parameter: 2

Education objectives:

The student acquires the ability to perform financial and economic analyzes and deduce the profitability and return of the financial and economic project

How to prepare a production and sales plan.

Prior knowledge required:

The student must have knowledge of the basics of organization management and marketing. In addition to quantitative tools

And qualitative data analysis and diagnosis.

Article content:

- Generalities about market study.
- Market segmentation.
- Advantages and requirements of market sectors
- Steps and stages of market study.
- Marketing tests.

Master's title: Banking Marketing

Hexagram: the first

Unit name: Methodology

Course name: Financial management.

Balance: 5

Parameter: 2

Education objectives:

The student acquires the ability to analyze the financial structure and financial accounts of the institution.

Article content:

- Financial analysis.
- Investment analysis.
- Financing and financial policy of the institution.
- New challenges for the organization's finances.

Evaluation method:

Institution: University of Biskra 24 Master's Title: Banking Marketing

6102/University Year 6102

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the first

Unit name: Exploration

Course name: Communication and administrative editing.

Balance: 2

Coefficient: 0

Education objectives:

Training the student on administrative writing and learning about the principles and rules of administrative editing in order to give the student capabilities

In the field of administrative editing and communication.

Prior knowledge required:

The student must have knowledge of the principles of management and organization in addition to understanding the basic concepts in...

Media automated.

Article content:

- Concepts about communication and administrative editing.
- Advantages of the administrative style.
- Basic rules for writing administrative letters.
- Types of administrative message.
- Samples of administrative narrative documents.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the first

Unit name: horizontal

Institution: University of Biskra 25 Master's Title: Banking Marketing

6102/University Year 6102

.Name of subject: Living language 0

Balance: 0

Coefficient: 0

Education objectives:

Teaching the student terminology related to the specialty. As well as financial and banking phenomena.

Prior knowledge required:

The student must have a background in the basics of the English language.

Article content:

- Terms in finance, banking and marketing.
- Texts that include various topics in banking marketing.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the second

Unit name: basic

Course name: Customer relationship management

Balance: 2

Coefficient: 6

Education objectives:

It aims to make the student aware of the successful strategic implementation of this knowledge in all areas of the organization starting from

From senior management down to the workers who are in direct contact with customers, it is the integrated thought of the philosophy

New marketing. Achieving satisfaction for the organization's customers is the path to success and at the same time a goal

the organization.

Prior knowledge required:

Marketing principles, marketing strategy, and services marketing.

Article content:

- Development of the concept of customer relationship management
- Definition and importance of customer relationship management
- Steps and strategies for implementing customer relationship management
- Standards for measuring customer relationship management performance

Institution: University of Biskra 26 Master's Title: Banking Marketing

6102/University Year 6102

- Dimensions of customer relationship management
- Customer profitability analysis
- The impact of customer relationship management on the marketing performance of service institutions

Master's title: Banking Marketing

Hexagram: the second

Unit name: basic

Course name: Banking marketing information system.

Balance: 2

Coefficient: 6

Education objectives:

This course aims to introduce the student to the nature of information systems in addition to the nature of information systems in the field

Banking marketing and its contribution to making banking marketing decisions.

Prior knowledge required:

The student must have a background in the basics of banking marketing.

Article content:

- Introduction to information systems (concept, definition, importance)
- Types of information systems
- The nature of banking marketing information systems (concept, definition, importance)
- The role of marketing information systems in making banking marketing decisions

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the second

Unit name: basic

Course name: Banking marketing control

Balance: 2

Coefficient: 6

Education objectives:

It aims to enable the student to present what supervision is in the field of banking marketing and describe the supervisory model

For banking marketing and the importance of applying control over the marketing strategy in banks, especially the mix

Banking marketing.

Prior knowledge required:

The student must have a background in the basics of banking marketing and concepts about corporate strategy.

Article content:

- An introduction to banking marketing supervision (definition, how to apply, supervision rules)
- Bank marketing control model (internal analysis, external analysis, diagnosis, strategic axes of control)
- Oversight of the bank's marketing strategy
- Commercial control
- Supervision of the banking mix

Evaluation method: Exam

Master's title: Banking Marketing

Hexagram: the second

Unit name: Methodology

Course name: Banking techniques

Balance: 4

Coefficient: 6

Education objectives:

Institution: University of Biskra 28 Master's Title: Banking Marketing

6102/University Year 6102

This standard aims to present the organization of the banking sector and explains how the bank runs or operates, with a statement

Products and services offered by banks.

Prior knowledge required:

The student must have a background in financial institutions

Article content:

- Banks and individuals.
- Banks and institutions.
- Banks and financial markets.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the second

Unit name: Methodology

Course name: Marketing Management.

Balance: 5

Coefficient: 6

Education objectives:

This course aims to present the basic concepts and marketing tools in order to improve the steps of the marketing process.

Prior knowledge required:

The student must have a background in marketing basics.

Article content:

- Organization.
- Marketing function.
- Structure and organization of the marketing function.
- Strategic marketing and marketing mix.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the second

Unit name: Expeditionary

Institution: University of Biskra 29 Master's Title: Banking Marketing

6102/University Year 6102

Name of the subject: Scientific research methodology

Balance: 6

Coefficient: 0

Education objectives:

The student is able to know the broad guidelines to be guided by them when carrying out his studies, and therefore it aims to introduce

The correct method that the student will follow in order to uncover scientific facts through the various stages of research,

And the appropriate methods to be followed in order to reach the final results.

Prior knowledge required:

Basic knowledge of how to prepare scientific research.

Article content:

- The importance of scientific research.
- The concept and types of scientific research methods.
- Methods of preparing scientific research.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the second

Unit name: horizontal

Name of the subject: Living Language 6

Balance: 0

Coefficient: 0

Education objectives:

Teaching the student how to edit commercial messages in the field of marketing.

Prior knowledge required:

The student must have a background in terminology related to the specialization. As well as financial and banking phenomena.

Article content:

-Methods of writing business letters.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the third

Unit name: basic

Course Name: Electronic Marketing for Banking Services.

Balance: 2

Coefficient: 6

Education objectives:

The student can gain e-marketing by highlighting information and communication technology

And its contribution to improving and emerging the electronic marketing mix for services in the banking sector.

Prior knowledge required:

Prior knowledge of marketing principles and strategies

Article content:

- Introduction to information and communication technology
- What is electronic marketing
- The nature of electronic banking marketing (concept, definition, importance)
- Studying the behavior of consumers of electronic banking services
- Electronic marketing mix for banking services

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the third

Unit name: basic

Course name: Managing the quality of banking services

Balance: 2

Coefficient: 6

Education objectives:

Through this course, the student can gain knowledge about the quality of services and their evaluation in the banking sector as well

About its measurement and areas of application of quality management in banks.

Prior knowledge required:

Institution: University of Biskra 31 Master's Title: Banking Marketing

6102/University Year 6102

The student must have a background in banking marketing and the elements of the banking marketing mix.

Article content:

- Definition of quality in the banking sector
- The concept of quality of banking service
- Developing the quality of banking service
- Evaluating the quality of banking service
- Measuring the quality of banking service
- Managing customer expectations and meeting them
- Benefits of applying quality in banking institutions
- Areas of application of quality management in banking institutions

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the third

Unit name: basic

Course name: Internal banking marketing

Balance: 2

Coefficient: 6

Education objectives:

Knowing the marketing strategy and its reality in the banking sector and determining strategic marketing planning procedures

Its importance to the banking services sector. It also helps the student in making appropriate decisions in the future and enabling him to

Knowing the target markets for each banking service.

Prior knowledge required:

The student should have knowledge of strategic marketing planning, commercial banking and basics Marketing.

Article content:

- The nature of internal marketing (definition, concept, importance)
- Internal marketing objectives
- Characteristics of internal banking marketing
- Activities and procedures for implementing internal banking marketing
- Internal banking service quality policy
- Banking internal marketing variables

Institution: University of Biskra 32 Master's Title: Banking Marketing

6102/University Year 6102

- Evaluating internal banking marketing variables
- Dimensions and factors of success of internal banking marketing

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the third

Unit name: Methodology

Article name: Entrepreneurship.

Balance: 4

Coefficient: 6

Education objectives:

Institution: University of Biskra 33 Master's Title: Banking Marketing

6102/University Year 6102

Through this course, the student is able to connect what is theoretical and what can be actually applied, so that entrepreneurship is considered

It serves as a window to introduce the student to economic mechanisms and place him in the picture that concerns the real situation of the environment

The economy that is supposed to embrace his activity in the future.

Prior knowledge required:

The student must have knowledge about the organization's strategy and finances.

Article content:

- Definition of entrepreneurship (definition of approaches related to entrepreneurship)
- The contractor and its characteristics
- Entrepreneurship forms
- The idea, the entrepreneurial opportunity
- The path of establishing institutions
- Mechanisms for establishing institutions in Algeria

Master's title: Banking Marketing

Hexagram: the third

Unit name: Methodology

Course name: Banking risk management.

Balance: 5

Coefficient: 6

Education objectives:

The student will be able to know the types of banking risks, the mechanisms for measuring them, and how to avoid them through effective management.

Institution: University of Biskra 34 Master's Title: Banking Marketing

6102/University Year 6102

Prior knowledge required:

The student must have knowledge about banks and banking services.

Article content:

- Concepts about banking risks.
- Different types of banking risks.
- Avoiding and covering banking risks.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the third

Unit name: Exploration

Course name: Banking law.

Balance: 6

Coefficient: 0

Education objectives:

The student is able to understand the legal framework that regulates the various activities of the bank, and how to evaluate the extent of civil liability

And criminal for the banker.

Prior knowledge required:

The student must have knowledge about banks and banking services.

Article content:

-Know banking law.

-Peculiarities of banking law.

-Sources of banking law.

-The bank and the difficulty of contracting.

Types of banking contracts and the law regulating bank accounts.

-The civil, criminal and disciplinary liability of the bank.

Evaluation method:

Exam + continuous assessment in directed work

Master's title: Banking Marketing

Hexagram: the third

Unit name: horizontal

.Name of the subject: Living Language 3

Balance: 0

Coefficient: 0

Education objectives:

Teaching the student how to edit messages in order to achieve the management goal and how to choose terms related to communication

Effectiveness between institutions.

Prior knowledge required:

The student must have knowledge of banking marketing terminology.

Article content:

- Examples of correspondence in English in the field of marketing.
- Examples of correspondence in English in the field of banking marketing.

Evaluation method:

Exam + continuous assessment in directed work