

Instruction descriptive form

Field: Economics, Business and Management Sciences

Division: Business Sciences

Specialization: Services Marketing

Phase: Master

1. Composition framework

This training is part of national offers in the field of economics, business and management sciences, and to ensure the quality of the training, the Faculty of Economics, Business and Management Sciences includes encouraging structures and qualified skills.

2. Admission requirements:

Students with a bachelor's degree in marketing can register for the Master's in Services Marketing.

3. Training objectives:

The Master in Services Marketing aims to consolidate and support the basic information obtained in the field of marketing and various other branches of knowledge, as well as the response of the Algerian university to the aspirations of society and the gradual adaptation to the higher education system. to:

- Work to prepare and qualify qualified executives and technical expertise capable of excellence and creativity.
- Create human skills capable of analyzing data and managing relationships.
- Marketing services related to transport, logistics, distribution and electronic marketing.

4. Targeted qualifications and skills:

It targets the skills that fall under the Division of Commercial Sciences, specialized in Marketing, which depends on the training of graduates capable of developing administrative skills by emphasizing the balance between theoretical foundations and modern methods applied in the field of marketing and their development.

5. Regional and national operational capacities:

- Working in national public and private institutions, and in various foreign companies, especially in the service sector.
- Working in the field of electronic marketing.
- Working in higher education institutions.

6. Supervisory partners:

Other partner institutions, institutions and other socio-economic partners

7. Supervisory partners; other partner institutions, institutions and other socio-economic partners

*** The first semester;**

Learning unit	Courrier 15 semaines	courrier		
		discours	Directed.r	Application Works
Basic education				
Strategic and Competitive Analysis	45H	1H30	1H30	/
Innovation and Product Development	45H	1H30	1H30	/
Sales Force Management	45H	1H30	1H30	/
Quantitative Methods in Marketing1	45H	1H30	1H30	/
Methodoloical education units				
Marketing Ethics	45H	1H30	1H30	/
Communication and Administrative Writing	45H	1H30	1H30	/
Exploratory education units				
Digital Marketing Applications	45H	1H30	/	1H30
Horizintal education unit				
language	22H30	/	1H30	/
The sum if the first semester	337H30	10H30	12H	1H30

*** Second Semester**

Learning unit	Courrier 15 semaines	courrier		
		discours	Directed.r	Application works
Basic education				
Brand Management	45H	1H30	1H30	/
Quality Management	45H	1H30	1H30	/
Quantitative Methods in Marketing	45H	1H30	1H30	/
Customer Relationship Management	45H	1H30	1H30	/
Methodoloical education units				
Islamic Marketing	45H	1H30	1H30	/
Master's Thesis Preparation Methodology	45H	1H30	1H30	/
Explorativy education units				
Advertising Engineering and Design	45H	1H30	/	1H30
Horizontal education unit				
language	22H30	/	1H30	/
The sum if the 2 nd semester	337H30	10H30	10H30	1H30

*** Third Semester**

Learning unit	Courrier 15 semaines	courrier		
		discours	Directed.r	Application works
Basic education				
Marketing Control	45H	1H30	1H30	/
Industrial Marketing	45H	1H30	1H30	/
Marketing in Non-Profit Organizations	45H	1H30	1H30	/
Methodoloical education units				
Statistical Programming 2	45H	1H30	1H30	/
Supply Chain Management	45H	1H30	1H30	/
Exploratory education units				
Business Law	45H	1H30	/	1H30
Horizintal education unit				
Seminar on Modern Trends in Marketing	22H30	/	1H30	/
The sum if the 3 th semester	292H30	09H	10H30	1H30

*** Fourth Semester**

	Weekly Hourly Volume	Coefficient	Balances
Personal work	30H	04	30
Internship in an institution	3H	-	-
Meetings	2H	-	-
Other work	5H	-	-
Total semester 4	600H	04	30