

الجمهورية الجزائرية الديمقراطية الشعبية

*The People's Democratic Republic of Algeria*

*Ministry of Higher Education and Scientific  
Research*

*University of May 8, 1945 \* Guelma\**

*Faculty of Economic Sciences, Business and  
Management Sciences*



وزارة التعليم العالي والبحث العلمي

جامعة 8 ماي 1945 – قالمة

كلية العلوم الاقتصادية، التجارية وعلوم

التسيير

Department of Commercial Sciences

**Technical card to display the composition in the  
master:**  
**Division of Commercial Sciences:**  
**Specialization: Hotel and Tourism Marketing**

**Level:** Master

**Field:** economic sciences, management and commercial sciences

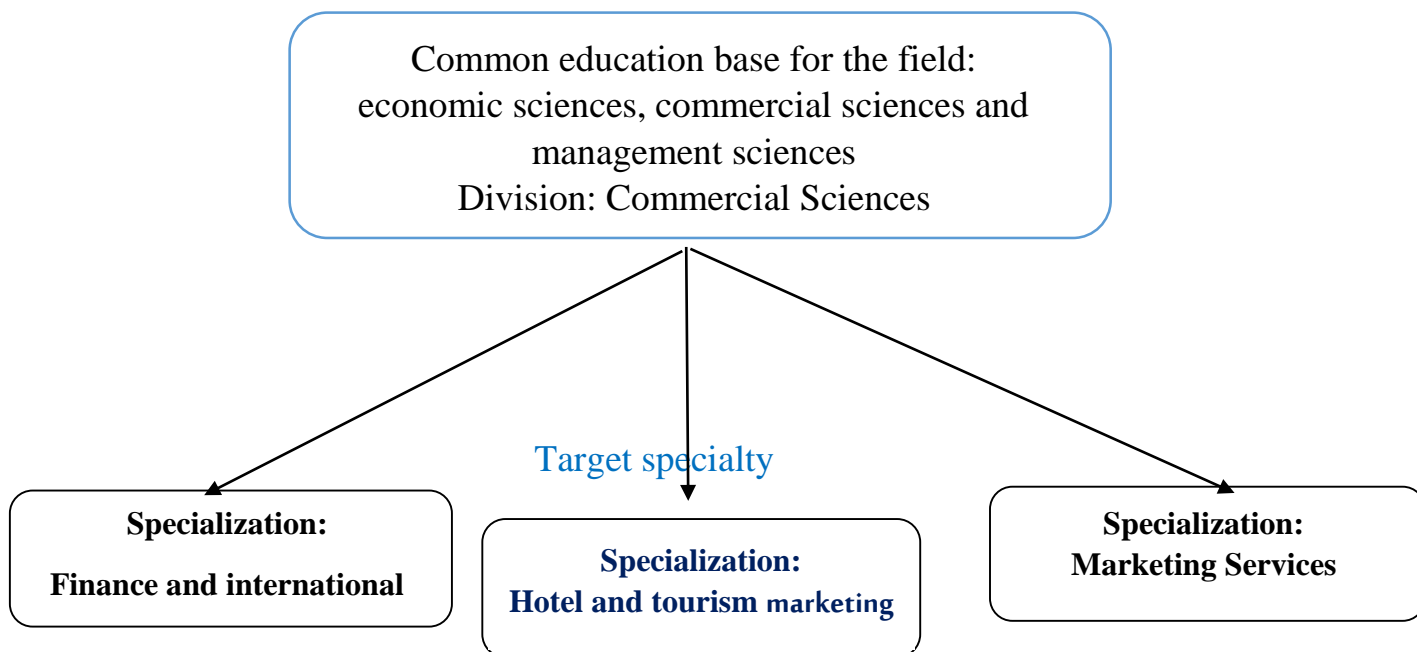
**Branch:** Commercial Sciences

**Specialization:** Hotel and tourism marketing

**Academic year:** 2022/2023.

**1- Place of training:** University of May 08, 1945, Guelma  
**Faculty:** economic, commercial and management sciences  
**Department:** Commercial Sciences

## -2 The general organization of the composition:



## 3-Training goals :

This offer of training aims to provide human resources and employees to fill positions in tourism marketing, and in the field of tourism as a whole (in charge of studies, responsible for a market sector, responsible for a product...), so it aims to develop the knowledge and competencies of students in the following aspects:

- analysis and interpretation of quantitative and qualitative information,
- The ability to design and present a marketing project in a professional manner,
- Analyzing and diagnosing the market situation, especially the tourism market.
- Designing the tourism marketing strategy,
- The ability to monitor and audit strategic marketing marketing,

Ability to follow up the implementation of marketing operations and programs (promotion, communication, distribution, offering good products, entering new markets...)

Acquiring customer relationship management skills, creative abilities, and the ability to work dynamically and in groups.

#### 4- Target qualifications and capabilities:

The current training is specifically aimed at people who want to integrate into a dynamic and lively working life after obtaining the certificate, the latter helping them to get a job in tourism establishments, operating in a context characterized by intense competition, where they have to reorient their commercial approach, thanks to the tourism marketing approach, These institutions need specialized employees who control marketing concepts, especially the concepts of service marketing as a whole, and hotel and tourism marketing in particular, which is what training provides.

#### 5-The semestrial organization card for education:

##### 5-1- The first semester:

Education Unit	Weekly volume				coefficient	balances	evaluation type	
	discourse	directed works	Applied work	other works			continuous	Exam
<b>Basic learning units</b>	<b>4.30 h</b>	<b>4.30 h</b>		<b>18 h</b>	<b>06</b>	<b>18</b>		
<b>B.L.U 1</b>								
Services entrance	1.30 h	1.30 h		5 h	2	6	x	x
Consumer behavior in tourism	1.30 h	1.30 h		5 h	2	6	x	x
Strategic Marketing for Services	1.30 h	1.30 h		5 h	2	6	x	x
<b>Curricular units of education</b>	<b>3 h</b>	<b>3 h</b>		<b>5 h</b>	<b>04</b>	<b>09</b>		
<b>C.U.E1</b>								
Financial analysis	1.30 h	1.30 h		3 h	2	5	x	x
Research methodology	1.30 h	1.30 h		2 h	2	4	x	x
<b>Exploratory education units</b>	<b>1.30 h</b>			<b>1 h</b>	<b>01</b>	<b>02</b>		
<b>E.E1</b>								
consumer protection law	1.30 h			1 h	1	2	x	x
<b>Horizontal education unit</b>		<b>1.30 h</b>			<b>01</b>	<b>01</b>		
<b>H.E1</b>								
foreign language		<b>1.30 h</b>			<b>1</b>	<b>1</b>	x	x
<b>sum of semester 1</b>	<b>9 h</b>	<b>9 h</b>		<b>24 h</b>	<b>12</b>	<b>30</b>		

### 5-2- The second semester :

Education Unit	Weekly volume				coefficient	balances	evaluation type	
	discourse	directed works	Applied work	other works			continuous	Exam
<b>Basic learning units</b>	<b>4.30 h</b>	<b>4.30 h</b>		<b>18 h</b>	<b>06</b>	<b>18</b>		
<b>B.L.U 2</b>								
Tourism marketing	1.30 h	1.30 h		5 h	2	6	x	x
Hotel marketing	1.30 h	1.30 h		5 h	2	6	x	x
Customer Relationship Management	1.30 h	1.30 h		5 h	2	6	x	x
<b>Curricular units of education</b>	<b>3 h</b>	<b>3 h</b>		<b>5 h</b>	<b>04</b>	<b>09</b>		
<b>C.U.E 2</b>								
Operational Marketing	1.30 h	1.30 h		3 h	2	5	x	x
Communication and administrative editing	1.30 h	1.30 h		2 h	2	4	x	x
<b>Exploratory education units</b>	<b>1.30 h</b>	<b>1.30 h</b>		<b>1 h</b>	<b>01</b>	<b>02</b>		
<b>E.E 2</b>								
Competition law	1.30 h			1 h	1	2	x	x
<b>Horizontal education unit</b>		<b>1.30 h</b>			<b>01</b>	<b>01</b>		
<b>H.E 2</b>								
foreign language		<b>1.30 h</b>			<b>1</b>	<b>1</b>	x	x
<b>sum of semester 2</b>	<b>9 h</b>	<b>10 :30 h</b>		<b>24 h</b>	<b>12</b>	<b>30</b>		

### 5-3- The third semester:

Education Unit	Weekly volume				coefficient	balances	evaluation type	
	discourse	directed works	Applied work	other works			continuous	Exam
<b>Basic learning units</b>	<b>4.30 h</b>	<b>4.30 h</b>		<b>18 h</b>	<b>06</b>	<b>18</b>		
<b>B.L.U 3</b>								
Tourism and hotel e-marketing	1.30 h	1.30 h		5 h	2	6	x	x
Tourist geography	1.30 h	1.30 h		5 h	2	6	x	x
Human Resource Management	1.30 h	1.30 h		5 h	2	6	x	x
<b>Curricular units of education</b>	<b>3 h</b>	<b>1.30 h</b>	<b>1.30 h</b>	<b>5 h</b>	<b>04</b>	<b>09</b>		
<b>C.U.E 3</b>								
Data analysis	1.30 h		1.30 h	3 h	2	5	x	x
Entrepreneurship	1.30 h	1.30 h		2 h	2	4	x	x
<b>Exploratory education units</b>			<b>1.30 h</b>	<b>1 h</b>	<b>01</b>	<b>02</b>		
<b>E.E 3</b>								
Specialized automated notification			1.30 h	1 h	1	2	x	x
<b>Horizontal education unit</b>		<b>1.30 h</b>			<b>01</b>	<b>01</b>		
<b>H.E 3</b>								
foreign language		<b>1.30 h</b>			<b>1</b>	<b>1</b>	x	x
<b>sum of semester 3</b>	<b>9 h</b>	<b>9 h</b>		<b>24 h</b>	<b>12</b>	<b>30</b>		

**5-4- The fourth semester:**

Internship in an institution culminates in a memorandum discussing:

	<b>Weekly volume</b>	<b>Coefficient</b>	<b>Balances</b>
<b>personal work</b>	<b>400 h</b>	<b>04</b>	<b>30</b>
<b>lurking in the institution</b>	<b>200 h</b>	<b>/</b>	<b>/</b>
<b>forums</b>	<b>/</b>	<b>/</b>	<b>/</b>
<b>Other works (specify)</b>	<b>/</b>	<b>/</b>	<b>/</b>
<b>The sum of the hexagons 4</b>	<b>600 h</b>	<b>04</b>	<b>30</b>

**6- Comprehensive composition giblets:**

<b>V.W</b>	<b>U.E</b>	<b>Basic</b>	<b>Methodology</b>	<b>Exploratory</b>	<b>Horizontal</b>	<b>Total</b>
<b>discourse</b>		202.5	135	67.5	00	<b>405</b>
<b>directed works</b>		202.5	112.5	22.5	67.5	<b>405</b>
<b>Applied work</b>		00	22.5	22.5	22.5	<b>45</b>
<b>personal business</b>		1210	225	45	00	<b>1480</b>
<b>Another job (lurking in the institution)</b>		200	00	00	00	<b>200</b>
<b>total</b>		<b>1815</b>	<b>495</b>	<b>157.5</b>	<b>67.5</b>	<b>2535</b>
<b>balances</b>		<b>72</b>	<b>36</b>	<b>8</b>	<b>4</b>	<b>120</b>
<b>credits per unit of education%</b>		<b>60%</b>	<b>30 %</b>	<b>6%</b>	<b>4%</b>	<b>100%</b>