



Bachelor's degree in Marketing

This offer of training aims to provide human resources and employees to occupy positions in marketing (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, in a professional manner, a marketing project,
- Analyzing and diagnosing the market situation,
- Designing the marketing strategy,
- Conducting market studies,
- Ability to follow up the implementation of marketing operations and programs (promotion, communication, distribution, offering good products, entering new markets...),
- Acquiring communication skills, creative abilities, and the ability to work dynamically and in groups

Training goals

- The duration of the training is three (3) years, divided into six semesters,
- **In the first year:** The student studies in the common core of the field of economics, commercial and management sciences,
- **In the second year:** The student studies in the common core in commercial sciences streams,
- **In the third year:** The student specializes in "Marketing".

Duration and
manner of
formation

- Commercial officer,
- In charge of promotion and marketing communication,
- Responsible for: Marketing studies, Project manager, Customer relations officer, Market segment manager, Distribution network manager.

Target competencies
and qualifications

The student can continue studying in the master's and PhD in specializations:

- Tourism marketing,
- Business administration,
- Marketing and international trade,
- Sales techniques,
- Bank marketing

Bridges
towards other
disciplines

The first semester

Unit	Modules	Coeff	Credit
Fundamental	Financial accounting 1	3	6
	Microeconomics 1	3	6
	Introduction to economics	3	6
Methodology	Statistic 1	3	5
	Mathematics 1	2	4
Discovery	Introduction to Sociology of Organizations	1	1
	Introduction to law	1	1
Transfer sal	Foreign language 1	1	1

The second semester

Unit	Modules	Coeff	Credit
Fundamental	Financial accounting 2	3	6
	Microeconomics 2	2	4
	Enterprise economy	2	4
	History of economic thought	2	4
Methodology	Statistic 2	3	5
	Mathematics 2	2	4
Discovery	Informatique 1	1	1
	Commercial law	1	1
Transfer sal	Foreign language 2	1	1

The third semester

Unit	Modules	Coeff	Credit
Fundamental	Management accounting	3	6
	Basics of Marketing 1	2	4
	Macroeconomics 1	2	4
	Introduction to Management	2	4
Methodology	Statistic 3	2	4
	Financial mathematics	2	4
	Monetary economy	1	1
Discovery	Methodology	2	2
Transversal	Informatique 2	1	1

The fourth semester

Unit	Modules	Coeff	Credit
Fundamental	Finance and international trade	3	6
	Basics of Marketing 2	2	4
	Macroeconomics 2	2	4
	Management of firm	2	4
Methodology	Statistic 4	3	5
	Operations Research Basics	2	4
Discovery	Entrepreneurship	1	1
	Business ethics	1	1
Transversal	Foreign language 3	1	1

The fifth semester

Unit	Modules	Coeff	Credit
FundamentalI	Consumer Behaviour	3	6
	Marketing Resaches 1	2	4
	Integrated Marketing Communications	2	4
	Marketing Services	2	4
Methodology	Digital Marketing	2	5
	Marketing data analysis	2	4
Discovery	Competition law and consumer protection	2	2
Transversal	Specialized foreign language1	1	1

The sixth semester

Unit	Modules	Coeff	Credit
FundamentalII	Operational marketing	3	6
	Marketing Resaches 2	2	4
	Strategic marketing	2	4
	International marketing	2	4
Methodology	Business negotiation	2	5
	Bachelor's graduation project	2	4
Discovery	Statistical software	2	2
Transversal	Specialized foreign language2	1	1