

Master in Branch: Commercial Sciences

Specialty: marketing services

Summary of objectives and training pathways

The composition at Master's "Marketing of Services" aims to increase knowledge, skills and experience based on the content of the Master's program, where these goals can be divided into :

- Increasing students' knowledge and information.
- Keeping students up to date in knowledge fields
- Upgrading students' performance by expanding the theoretical and applied skills used in their specialization and increasing the student's ability to think creatively and disagreement so that he can adapt to his level of knowledge and confront and overcome his problems
- Enabling students to acquire everything new in light of the enormous technological advances in most areas of life and providing them with different experiences and thus assisting in the process of workforce planning and development, which is a key element of overall development.
- The ability to work in a team

Field	Branch	Specialty
Economics, Commerce and management Sciences	Commercial Sciences	marketing services

First Semester

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	HV
Fundamental Unit	Introduction to Services	6	2	1.5	1.5	/	120
	strategic service marketing	6	2	1.5	1.5	/	120
	customers relations management	6	2	1.5	1.5	/	120
Methodological unit	Administrative editing and communication	5	2	1.5	1.5	/	100
	Survey Techniques and Investigations	4	2	1.5	1.5	/	80
Discovery unit	Law 04-02 determining the rules applicable to commercial practices as amended by Law 10-06	2	1	1.5	--	/	40
Transversale Unit	Foreign language	2	1	/	1.5	/	20

Second Semester 2

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	HV
Fundamental Unit	Financial services marketing	6	2	1.5	1.5	/	120
	Hospitality marketing	6	2	1.5	1.5	/	120
	Tourism marketing	6	2	1.5	1.5	/	120
Methodological unit	entrepreneurship	5	2	1.5	1.5	/	100
	Analyzing the qualitative data using SPSS	4	2	1.5	/	1.5	80
Discovery unit	Laws04-08 related to the conditions for practicing commercial activities amended by laws13-06	2	1	1.5	/	/	40
Transversale Unit	Second foreign language	1	1	/	1.5	/	20

Third Semester

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	HV
Fundamental Unit	Health marketing	6	2	1.5	1.5	/	120
	Marketing Transport Services	6	2	1.5	1.5	/	120
	E-Marketing services	6	2	1.5	1.5	/	120
Methodological unit	Services marketing in Islamic economy	5	2	1.5	1.5	/	100
	Scientific research methodology	4	2	1.5	1.5	/	80
Discovery unit	Consumer protection Law	2	1	1.5	1.5	/	40
Transversale Unit	Third foreign language	1	1	1.5	1.5	/	20

Semester 4

Internship in a company sanctioned by a thesis and a defense.

	VHS	Coeff	Crédits
Personal Work	550	09	18
Internship in a company	100	04	06
Seminars	50	02	03
Other (Supervision)	50	02	03
Total Semester 4	750	17	30

Master's Title: maketing services

Courses of the Semesters

Semester	Matter	content
First semester	Introduction to Services	<ul style="list-style-type: none"> - nature of services, -features and characteristics of service, -Marketing mix of service, -services innovation, - services systems
	services strategic marketing	<ul style="list-style-type: none"> - concept and nature of strategic marketing, -The importance of strategic marketing, -basic strategies(the cost, focus,Diversification..), -The essence of the difference between practical marketing and strategic marketing
	Customers relations management	<ul style="list-style-type: none"> - evolution of Customer relations managements 'concept, -Definition and importance of Customers relations management , -Customer relationship management performance measurement standards, -customer profitability analysis
	Administrative editing and communication	<ul style="list-style-type: none"> - Administrative editing techniques, -communication techniques, - Forms of communications at the enterprise, - Communication applications in the enterprise, - Audit of communication in the enterprise
	Survey Techniques and Investigations	<ul style="list-style-type: none"> -survey methods: survey, observation, experiment -Metrics

		<ul style="list-style-type: none"> -Questionnaire design: definition of the questionnaire, -types of survey: -Methods and procedures for sampling: sampling types, sample identification -Data collection, questionnaire implementation, and survey procedures
	Law 04-02 determining the rules applicable to commercial practices as amended by Law 10-06	<ul style="list-style-type: none"> -the concept of commercial practices and determining the rules applicable to it, -explanation and analyzing the Law 04-02 determining the rules applicable to commercial practices as amended by Law 10-06
	Foreign language	<ul style="list-style-type: none"> -chapter introduction -oral versus written communication -how is writing learned ? -style in written communication -principles of written communication- overcoming barriers to effective written communication
Second semester	Financial services marketing	<ul style="list-style-type: none"> -The nature of financial services(concept,definition,banks services,insurance services), -the concept and nature of banks marketing, -banks market, -marketing mix of the banks service, -the concept and nature of insurance marketing, - insurance market, - marketing mix of the insurance service
	Hospitality marketing	<ul style="list-style-type: none"> -understanding hotels and its types, -the concept of Hospitality service and its types, -the importance of Hospitality service, - characteristics of hospitality service, -definition of Hospitality marketing, - Hospitality markets types, - customer behavior in hospitality marketing field, - marketing mix of hospitality services, -understanding hospitality quality
	Tourism marketing	<ul style="list-style-type: none"> -the nature of tourism, - Tourism institutions, -concept and characteristics of tourism services, -Understanding tourism marketing,

		<ul style="list-style-type: none"> -tourism marketing characteristics, - Components of the tourism offer, - Tourism marketing mix -E-tourism marketing
	Entrepreneurship	<ul style="list-style-type: none"> -Introduction to creating institutions, - Compatibility between the founder and the project, - An effectiveness study of project , -Stages and processes of Project Management -Project planning and scheduling -Project resources management -Project control
	Analyzing the qualitative data using SPSS	<ul style="list-style-type: none"> - the descriptive analysis of the qualitative data. _ Data analysis.
	Laws 04-08 related to the conditions for practicing commercial activities amended by laws13-06	<ul style="list-style-type: none"> -concept of practicing commercial activities, - Analysis and explanation of Laws04-08 related to the conditions for practicing commercial activities amended by laws13-06
	Second foreign language	<ul style="list-style-type: none"> -introduction, -think,then write :writing preparation, -a planning checklist for business messags, -research and investigation:getting started, -ethics,plagiarism,and reliable srouces, -Completing your research and investigation, -Reading and analyzing, -Additional resources
Third semester	Health marketing	<ul style="list-style-type: none"> -Health Marketing Feed -Stages of the health marketing process -Health Marketing Pillars -Consumer Behaviour Analysis Health Service -Factors influencing the patient's purchasing behaviour -Marketing Mix in Health Services -Quality of health services
	Marketing Transport Services	<ul style="list-style-type: none"> -Nature of transport -The Reality of Transportation services -Types of transportation services -Transportation services feed -Improved quality of transport services -Marketing Mix for Transport Services

	E-Marketing services	<ul style="list-style-type: none"> -Study Consumer Behaviour Electronic Service -E-Marketing feed -Online Marketing Mix of Services
	Services marketing in Islamic economy	<ul style="list-style-type: none"> -The mix of marketing and marketing transactions in the framework of Islam communication product / service Sales distribution, negotiation and contract management Price, Payment Strong trends in Islam from tradition to modernity Religions, traditions and modernity: strong sociological trends Innovation, Trade Universes and Production Lines increasing competition globalization
	Scientific research methodology	<ul style="list-style-type: none"> - Nature of scientific knowledge and scientific research. - Selection of the subject and preparation of the research plan. - Library and scientific research. - Review of previous studies and use of references - Scientific research curricula. -Samples and their selection methods - Data collection tools. - Scientific measurement. - Classification and presentation of data. - Writing and directing research.
	Consumer protection Law	<ul style="list-style-type: none"> -Concept of consumer Protection Law -Target rights to protect consumer's right -Consumer protection Bill -General provisions on consumer provisions -Consumer safety Laws -Consumer world Laws -Product warranty laws -Criminal penalties, procedures and detection of violations -Concluding provisions
	Third foreign language	<ul style="list-style-type: none"> -introduction -general revision to consider -specific revision points to consider

		-memorandums and letters -business proposal
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