

# كلية العلوم الاقتصادية والتجارية وعلوم التسيير

## فريق ميدان التكوين

التخصص: تسويق مصرفي

الشعبة: علوم تجارية

المقياس: إنجليزية

السداسي: الأول

الأستاذ: بن عبيد فريد

السنة: أولى ماستر

### البرنامج السداسي التفصيلي للمقياس

المحاور الفرعية للبرنامج (عناصر المحاضرة)	محاور البرنامج (الفصول)	الأسابيع*
1- What do we mean by Marketing? 2- The Types of Offerings 3- Marketing Concepts	Chapter 01: Introduction to Marketing	الأسبوع 01
1- Differentiation among few Concepts 2- Marketing as an Exchange Process 3- Marketing Management Process 4- Marketing Mix	Chapter 02: Understanding the Marketing Process: Marketing Mix	الأسبوع 02
1- Classification of Customer Value 2- Characteristics of Customer Value 3- Customer Satisfaction 4- Value Chain	Chapter 03: Marketing Concepts, Customer value and Satisfaction	الأسبوع 03
1- Competitive Environment 2- External Environment 3- Environment Scanning	Chapter 04: Marketing Environment and its impact on Strategic Planning Process	الأسبوع 04
1- Consumer Behaviour 2- Different Types of Buying Motives 3- Different Buying Roles 4- Classification of Buying Behaviour 5- Consumer's Decision Process	Chapter 05: Understanding Consumer Behaviour	الأسبوع 05
1- Planning – Designing the Blueprint for the future	Chapter 06: Developing	الأسبوع 06

2- Characteristics of a good Marketing Plan 3- Importance of Marketing Planning	Marketing Strategies	
1- Non-segmented Markets 2- Market Segmentation 3- Segmenting Basis 4-Market Entry Strategies 5-Target Markets	Chapter 07: Market Segmentation and Targeting	الأسبوع 07
1- Layers of the Product 2- Classification of Products 3- Product mix Decisions 4-Organizational Goals and Product Mix 5-Managing Product Lines 6- Managing Brands	Chapter 08: Product Management	الأسبوع 08
1- Deciding Pricing Strategy 2- Objectives of Pricing 3- Factors influencing Pricing Decision 4- Methods of Pricing	Chapter 09: Pricing Decisions	الأسبوع 09
1- Relationship marketing defined 2- Models of relationship development	Chapter 10: Relationship Marketing	الأسبوع 10
1- Definitions of the role of marketing research 2- The process of marketing research	Chapter 11: Marketing Research	الأسبوع 11

المراجع المعتمدة في المقياس:

1- Philip Kotler and Kevin Lane Keller. Marketing Management. 14 th edition. Pearson.2012

2-Bill Mascull. Business Vocabulary in use. Third edition. Cambridge University Press.2017

أسلوب التقييم في المقياس:

إمتحان