



# University of Oum El Bouaghi

## Bachelor's degree in marketing

### 1. Program Description:

A Bachelor's in Marketing degree is designed to prepare students intellectually to pursue a master's degree in Service Marketing. For example, it allows a graduate to get involved in the business as a decision-maker in the marketing field. The aim of the education is to help students acquire knowledge and capabilities in the field of marketing in its global and functional dimensions while instilling in them an adaptive and synthesis approach.

### 2. Price Information :

Education is free in addition to accommodation, food and transportation, and students benefit from an additional grant.

### 3. Entry Requirements (Other) :

The minimum baccalaureate rates accepted at Algerian universities are used to establish the rate at which a student must have earned their degree in order to enter the program.

Note that students are selected with a baccalaureate in economics and management as a priority, followed by the rest of the disciplines, noting that the literary baccalaureate in its various specializations is not accepted in this program.

### Program units and modules:

<b>Semester 1</b>	
Fundamental Education unit	Financial Accounting 1 Microeconomics 1 Introduction to economics
Methodological Education Unit	Statistics 1 Mathematics 1
Exploratory Education Unit	An introduction to the sociology of organizations Introduction to the law
Horizontal Education unit	English 1
<b>Semester 2</b>	
Fundamental Education unit	Financial accounting 2 Microeconomics 2 Enterprise economy History of economic thought
Methodological Education Unit	Statistics 2 Mathematics 2

Exploratory Education Unit	Computer science 2 Commercial law
Horizontal Education unit	English 2
<b>Semester 3</b>	
Fundamental Education unit	Analytical Accounting Organization Management Macroeconomics 1
Methodological Education Unit	Statistics 3 Enterprise Mathematics Research Methodology 2
Exploratory Education Unit	Monetary Economy And Capital Markets computer science 2
Horizontal Education unit	English 3
<b>Semester 4</b>	
Fundamental Education unit	Enterprise Economy Macroeconomics 2 Public Finance
Methodological Education Unit	Marketing Financial Mathematics
Exploratory Education Unit	computer science 3
Horizontal Education unit	Corruption And Work Ethics
<b>Semester 5</b>	
Fundamental Education unit	Marketing information system marketing researches consumers behavior communication
Methodological Education Unit	Marketing Services Green marketing
Exploratory Education Unit	Consumer Protection Act
Horizontal Education unit	English 4
<b>Semester 6</b>	
Fundamental Education unit	Strategic marketing International marketing E-Marketing
Methodological Education Unit	Database analysis Trainingship report
Exploratory Education Unit	Competition law

Horizontal Education unit	English 5
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