



University of Oum El Bouaghi

Master's degree in marketing

1. Program Description:

A master's degree in services marketing is designed to intellectually prepare students to pursue Ph.D. degrees in marketing. For example; it allows the graduate to be integrated into commerce as a decision-maker. The education's goal is to assist students to obtain knowledge and abilities in business in both its global and functional dimensions, while also instilling in them an adaptive and synthesis-minded approach.

2. Entry Requirements (Other) :

The minimum bachelor's 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 bachelor in marketing as a priority, followed by the rest of the disciplines.

3. Program units and modules:

Semester 1	
Fundamental Education unit	Introduction to services Strategic marketing of services Customer Relationship Management
Methodological Education Unit	Statistical models entrepreneurship
Exploratory Education Unit	Public Procurement Law
Horizontal Education unit	English 1
Semester 2	
Fundamental Education unit	Marketing financial services Hotel marketing Tourism marketing
Methodological Education Unit	Statistical software Communication and administrative editing
Exploratory Education Unit	Competition Law

Horizontal Education unit	English 2
Semester 3	
Fundamental Education unit	Health Marketing Marketing transportation services E-marketing of services
Methodological Education Unit	Project evaluation Research methodology
Exploratory Education Unit	Consumer Protection Act
Horizontal Education unit	English 3
Semester 4	
Fundamental Education unit	Dissertation project