



## Syllabus : living language 01

**The field:** economic sciences, commercial science and management

**branch:** commercial sciences

**option:** marketing and digital marketing

**level:** 3<sup>rd</sup> year licence

**semester :** 6

**academic year:** 2024-2025

**learning language:** English

### Get to know the module

**Title:** living language 01

**Learning unit:** horizontal

**Number of credit:** 01

**Coefficient:** 01

**Weekly hourly volume:** 1h30 per week

### module responsible

**Name, first name, degree:** randa boulkroune, maitre conference B

**Email:** randabl28@gmail.com

**Phone number:** 0790912766

**Time and place:** online course at e learning platform, on Wednesday at 17:30

### Module describing

**Previous Acquisitions:** Students must have successfully completed the lessons of S1, S2, S3, S4 and S5. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

#### Objectives:

- Understand and analyze any document dealing with the fields of study.
- Develop critical thinking skills related to analysis and decision-making.
- Develop written skills in business contexts.
- Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
- Develop greater verbal fluency for face-to-face business situations.



### Module cotenant

- Topic01: STP Marketing
- Topic02: Brands, Products and packaging
- Topic03: segmentation, Targeting and Positioning
- Topic04: Pricing Strategies and Distribution
- Topic05: Advertising
- Topic06: Product development
- Topic07: International Marketing

### Evaluation method

Mark /20	Evaluation with%	Type of the exam
<b>20/</b>	<b>100%</b>	<b>Directed works mark</b>
10	50%	Individual work
10	50%	Group work
-	-	Online course assistance
20/20	100%	Total

### Schedule

Weeks	Class	Date
01	Topic 1	
02	Topic 2	
03	Topic 3	
04	Topic 4	
05	Topic 5	
06	Topic 6	
07	Topic 7	



Signatures

Students Signatures

Marketing	Digital marketing
1 Nrad ouiral	1 Achari Asma
2 guenadiel Boutheina	2 Djelailia Lamah
3 Malek IKram	3 Kessous Mauna
4 Bachir malek	4 Kichi Isra
5 Auhiba Douâa	5 Ghazbi Aga
6 Nachoua Djentri	6 Bouhacouche Atoir
7 Chenna Aymen Taki	7 Sellal alicya
8 Setten Wissal	8 Bayard Rimca
9 Soltani Rayen	9 TITEL Mohamed
10 Boualleg chaima	10 BOUSSOU Fa aissa
11 Djebbar Boutheina	11 BABOUHOUNE ABDALLAH
12 Ben ayad Dorsof	12 Amamta Amis
13 Houmadi Sofa	13 Seriah El-hadj Bachir
14 Chouia Nou el houda	14 OZIRI AYMEN
15 Zouia Doumia Ed	15 Guechi Badr edien
16 Lenasa Med lamine	16 Lemjira Noufel
17 NAMEANE ANIS	17 ABBASSI AHMEDTAKI
18 Sijn Adel	18 CHIEB CHAMINE khob
19 Kabil Nawar Majid	19 Bayaid Roukay
20 Ac	20 Charb Belkiss
21	21
22	22
23	23
24	24

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