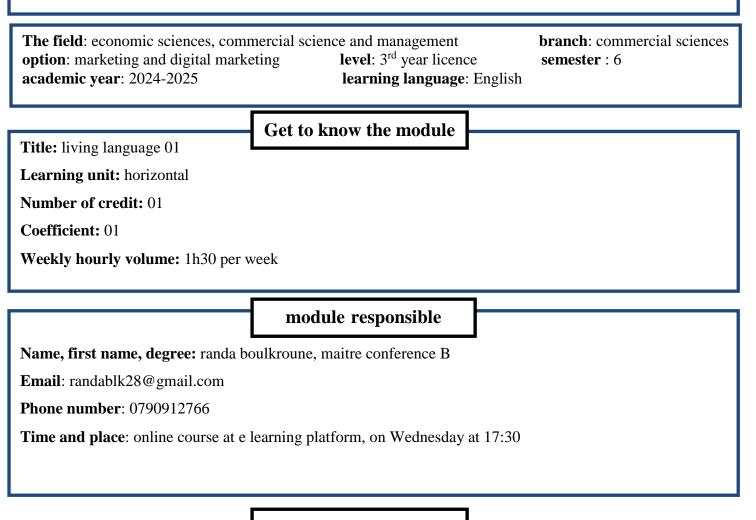


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Syllabus : living language 01



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.



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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

/Iark /20	Evaluation with% Type of the exam		
20/	100%	Directed works mark	
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	





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Signatures Students Signatures Marketing **Digital marketing** Arad ouinal That Achari Asma 1 2 gueradil Bouthaina 2 Dijelaiha Lameh 3 Malek IKrom 3 Kessous Mouna 4 Bautil malek 4 Kichi Isra Guhiba Douaa. 5 5 Shorbi AA 6 Nachons Dienbr. 6 Bouhaouche Aboi Sellal aligna. 7 7 Chenna Aymen Taki & 8 Buyoud Rima allow Wissal 9 11 EL Mohamed 9 Soltani Rayen 10 Boualleg chaima 10 BOUSSOU FA aissa A issA 11 0 Tebban Bouther 11 BABWHOUNE ABDALLAHE OB 12 Ben ayad Dorsc 12 Amamila An 13 Seriah El-hadj Bachir 13 Homadi 14 chouid Nous et houd a 14 OZIRIAYMENZA 15 Zouria Dounia Zea 15 Guecti Bada eddie 16 Lempira Nampe 16 Lenaar Med Janing 17 NAMAANE ANIS 17 ABB ASSI AHMEDTA 18 CMINEB CHAMINE KAOLON 18 Shim Ade 19 Bonzaid Roukar 19 N amil auar Ac 20 Charle Belkiss 20 21 21 22 22 23 23 24 24 Dr .boulkrouneranda