

Syllabus : living language 01

The field: economic sciences, commercial science and management

branch: commercial sciences

option: marketing and digital marketing

level: 3rd year licence

semester : 5

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

The module responsible

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

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Phone number: 0790912766

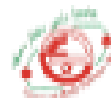
Time and place: online course at e learning platform, on Wednesday at 17:30

Module describing

Previous Acquisitions: Students must have successfully completed the lessons of S1, S2, and S3. 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

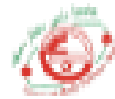
- Topic01: main marketing concepts
- Topic02: marketing environment.
- Topic03: marketing mix (4p's, 4c's, 4a's and 4o's) .
- Topic04: marketing and marketing orientations.
- Topic05: digital marketing
- Topic06: SWOT analysis
- Topic07: customer behavior and consumer life cycle

Evaluation method

Mark /20	Evaluation with%	Type of the exam
20/	100%	Directed works mark
05	25%	Partial exam
10	50%	Group work
05	25%	Online course assistance
20/20	100%	Total

Schedule

Weeks	Class	Date
01	Topic 1	2024/11/02
02	Topic 2	2024/11/07
03	Topic 3	2024/11/14
04	Topic 4	2024/11/21
05	Topic 5	2024/11/28
06	Topic 6	2024/12/05
07	Topic 7	2024/12/12



Signatures

Students Signatures

Marketing

Digital marketing

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Dr . boukroune randa