**كلية العلوم الاقتصادية والتجارية وعلوم التسيير**

**فريق ميدان التكوين**

**الشعبة**: علوم تجارية التخصص**:**  تسويق مصرفي

**الأستاذ: بن عبيد فريد المقياس: أنجليزية**

**السنة: ثانية ماستر السداسي: الثالث**

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| **البرنامج السداسي التفصيلي للمقياس** |
| **الأسابيع\*** | **محاور البرنامج****(الفصول)** | **المحاور الفرعية للبرنامج****(عناصر المحاضرة)** |
| **الأسبوع 01** | Chapter 01: Understanding Marketing | 1- What do we mean by Marketing?2- The Types of Offerings3- Marketing Concepts |
| **الأسبوع 02** | Chapter 02: Relationship marketing | 1- Differentiation among few Concepts 2- Marketing as an Exchange Process3- Marketing Management Process4- Marketing Mix |
| **الأسبوع 03** | Chapter 03: The basics of marketing strategy | 1- Classification of Customer Value2- Characteristics of Customer Value 3- Customer Satisfaction4- Value Chain |
| **الأسبوع 04** | Chapter 04: Strategic marketing planning | 1- Competitive Environment 2- External Environment3- Environment Scanning  |
| **الأسبوع 05** | Chapter 05: Market segmentation | 1- Consumer Behaviour2- Different Types of Buying Motives3- Different Buying Roles 4-Classification of Buying Behaviour5-Consumer’s Decision Process  |
| **الأسبوع 06** | Chapter 06: Managing the marketing mix | 1-Planning – Designing the Blueprint for the future2- Characteristics of a good Marketing Plan 3- Importance of Marketing Planning |
| **الأسبوع 07** | Chapter 07: What are direct marketing and interactive marketing | 1- Non-segmented Markets2- Market Segmentation3- Segmenting Basis4-Market Entry Strategies5-Target Markets |
| **الأسبوع 08** | Chapter 08: The marketing of services | 1- Layers of the Product2- Classification of Products3- Product mix Decisions4-Organizational Goals and Product Mix5-Managing Product Lines6- Managing Brands |
| **الأسبوع 09** | Chapter 09: E-marketing  | 1- What is E-Marketing?2- E-Marketing Planning |
| **الأسبوع 10** | Chapter 10: Banking Marke-ting | 1- The Concept of Banking Marketing2- Financial Products and Services branding |
| **الأسبوع 11** | Chapter 11: Banking Marketing Mix | 1- Benefits of Marketing Mix to the Banking Sector 2- The 7 Ps of Marketing to the Banking Sector3- Marketing Strategies in Banking Sector4- The Challenges of Banking Marketing |

**المراجع المعتمدة في المقياس:**

1-Michael J.Baker. The Marketing Book. 5th edition. Butterworth-Heinemann. 2003

1- Philip Kotler and Kevin Lane Keller. Marketing Management. 14 th edition. Pearson.2012

2-Bill Mascull. Business Vocabulary in use. Third edition. Cambridge University Press.2017

**أسلوب التقييم في المقياس:**

إمتحان