

Master of Science : Marketing Studies & Development

Description

This MS marketing program allows students to gain in-depth knowledge of the epistemology of research and marketing theory. It initiates them to the methodological approaches and the required analytical tools to carry out studies in this field. It also incorporates the main recent developments in the marketing world.

Main advantages

All courses are taught in English. Hence, students will be better prepared for marketing research, as the available literature is usually written in English. This will afterwards enables them to publish in this language, which is used by most of leading scientific journals.

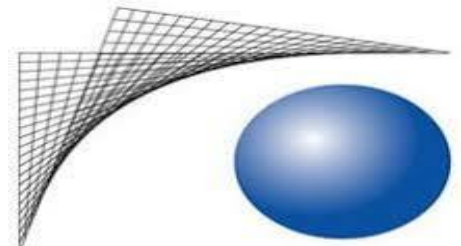
Targeted audience

This program is open to students that hold a Bachelor or a Master degree in the following disciplines:

- Marketing
- Sales
- Advertising communication
- Advertising
- Retailing
- Business studies
- E-commerce
- Management
- Hotel and Tourism Management
- Human Resources Management

Career opportunities

- PhD studies.
- Teaching positions in universities where courses are taught in English.
- Researcher, analyst or consultant positions in various national and international organizations and in major companies.



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Prerequisites

- Knowledge of the basic concepts of marketing
- Written and spoken English skills
- The GPA (Grade Point Average) obtained during the years of the last degree must be higher than 2.3 (letter grading system) or 12/20 (numerical grading system).



Teaching units

Semester 1	Semester 2	Semester 3	Semester 4
<ul style="list-style-type: none"> • Marketing Methodology • Marketing Research Epistemology • Marketing Theory • Brand Management & Product Development • Pricing Policy • Retailing • Communication & Advertising • Customer Relationship Management (CRM) • Data Warehouse & Data Mining • Marketing Law • Personal Development 1 	<ul style="list-style-type: none"> • Qualitative Analysis of Marketing Data • Quantitative Analysis of Marketing Data • Consumer Insights • International Marketing • Marketing Strategy • E-Marketing • New Technologies & Strategies in Retailing • Entrepreneurial Marketing • Personal Development 2 	<ul style="list-style-type: none"> • Advanced Research Design • Scientific Reading and Writing • Thesis Project • Advanced Quantitative Analysis in Marketing • Marketing for Services • Non-Profit & Social Marketing • Marketing for Hospitality & Tourism • Innovation by Services & Value Creation • Personal Development 3 	<p>Master Thesis</p>

Inscriptions

Applications can be submitted from 07 to 21 July, 2019 at the following URL:

<https://forms.gle/z9AjAYG2JFch7eMy8>

Information about the registration fees and the admission procedure to study in public higher education institutions is available on the Website of the Ministry of Higher Education and Scientific Research at the following link:

http://www.mes.tn/page.php?code_menu=114&code_menu_parent=47

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Partners

