



## Université de Sousse — Institut Supérieur de Gestion

### Master of Science: Marketing Studies & Development

#### OBJECTIVES

- Allow students to gain in-depth knowledge of the epistemology of research and marketing theory.
- Initiate them to the methodological approaches and the required analytical tools to carry out studies in this field.
- Make them discover the main recent developments in the marketing world.

#### SPECIFICITIES

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.

#### ACCES CONDITIONS

This program is open to students that hold a Bachelor or a Master degree in Marketing, Management, Business Studies, Human Resources Management or any equivalent diploma.

#### 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 12/20 (Numerical Grading System)

#### PERSPECTIVES DU PARCOURS

##### Professional perspectives

Researcher, analyst, expert or consultant positions in various national and international organizations and in major companies

##### Academic perspectives

- PhD studies
- Teaching positions in universities where courses are taught in English

#### TEACHING UNITS

##### SEMESTER 1

UE1	Marketing Methodology
UE 2	Marketing Research
UE 3	Epistemology
UE 4	Marketing Theory
UE 5	Brand Management & Product Development
UE 6	Pricing Policy
UE 7	Retailing
UE 8	Communication & Advertising
UE 9	Customer Relationship Management (CRM)
UE 10	Data Warehouse & Data Mining
UE 11	Marketing Law
UE 12	Personal Development 1

##### SEMESTER 2

UE 13	Qualitative Analysis of Marketing Data
UE 14	Quantitative Analysis of Marketing Data
UE 15	Consumer Insights
UE 16	International Marketing
UE 17	Marketing Strategy
UE 18	E-Marketing
UE 19	New Technologies & Strategies in Retailing
UE 20	Entrepreneurial Marketing
UE 21	Personal Development 2

##### SEMESTER 3

UE 22	Advanced Research Design
UE 23	Scientific Reading and Writing
UE 24	Thesis Project
UE 25	Advanced Quantitative Analysis in Marketing
UE 26	Marketing for Services
UE 27	Non-Profit & Social Marketing
UE 28	Marketing for Hospitality & Tourism
UE 29	Innovation by Services & Value Creation
UE 30	Personal Development 3

##### SEMESTER 4

Master Thesis

#### Program Coordinators

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