



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Sétif 1 University – Ferhat Abbas

Faculty /Institute: Faculty of Economics, Commerce and Management sciences

Master's Program Offer

Academic / Professional:

Establishment	Faculty/ Institute	Departement
Ferhat Abbas University – Sétif 1	Faculty of Economics, Commerce and Management sciences	Commercial Sciences

Department : Commercial Sciences

Specialization: Service Marketing

Presentation and Objectives of the Specialty:

The service sector is considered one of the most important sources of investment and economic development worldwide, and particularly in Algeria. This is due to its significant contribution to the national income and the provision of job opportunities. Therefore, it was crucial to focus efforts on this sector and its development. To this end, the establishment of an academic Master's program in Service Marketing was proposed to train students or qualified personnel to meet the demands of the labor market in this sector.

This specialization is in the direction of developing the individual abilities of the student in terms of:

- 1 Providing the student with fundamental knowledge in the field of service marketing.
- 2 Developing the student's communication skills and equipping them with the principles of communication and the foundations of public relations.
- 3 Preparing the student professionally in areas such as hotel and tourism services and other related service fields.
- 4 Integrating theoretical coursework with specialized practical training for students in the specialization.
- 5 Enabling the student to acquire modern methods and techniques in the field of service production.
- 6 Supplying this strategic economic sector with highly qualified and well-trained individuals .

Admission requirements:

The student must have a licence degree in marketing Or in Service marketing.

Career Prospects/Professions:

the student of the service marketing major has a high possibility to complete a post-graduation study - PhD due to the fact that it is a required specialization in the main research axes approved by the Ministry of Higher Education and Scientific Research, In addition to the possibility of employment through contracts concluded with institutions and the possibility of employment in all types of private and public service and industrial institutions.

The holder of this certificate is widely associated with the economic and commercial fields to which the concerned students are directed, related to the following:

- Service institutions of all kinds.
- Public administrations.
- Various training institutions.
- Establishing specialized institutions to provide comprehensive services.

Organization of Studies and Official Duration of the Program

Program Overview: A general description of program:

The approved curriculum for the **Service Marketing** specialization is designed to cover educational modules that support this field. Several modules enable students to master the concepts related to service marketing and understand the specific characteristics of this type of marketing, particularly the nature of services and consumer behavior in the service sector. In addition, students gain proficiency in various analytical and statistical methods that help enhance service quality and improve customer experience. The curriculum also covers the legal and regulatory aspects governing service delivery and the relationship between service providers and beneficiaries..

Duration lo the program two years

Curriculum Highlights: The Key elements of the study program:

This specialization will enable graduates to acquire skills in a number of areas, most notably:

- Analyze both the internal and external environments of service-oriented institutions.
- Apply theoretical and scientific concepts to practical, real-world contexts.
- Effectively utilize various modern technologies related to marketing.
- Influence market competition and consumer behavior, thereby contributing to the development and qualification of service institutions, enabling them to generate profit, ensure business continuity, and create increasing employment opportunities.
- Manage and administer the various branches of service organizations, while acquiring the necessary knowledge in the field of marketing.
- Pursue doctoral studies or engage in professional careers related to these fields, whether in the transmission of knowledge or in the practical implementation of marketing expertise.

Admission Information: Details regarding admission requirements and procedures:

Candidates wishing to study Service Marketing remotely must hold a Bachelor's degree in Marketing. Additionally, a satisfactory level of English is required to pursue this specialization. Enrollment in this program is a national registration open to all Algerian universities without specific quotas.

Applications for this specialization are submitted through a digital platform accessible via the website of Setif 1 University Ferhat Abbas. Candidates are required to fill in all necessary information and upload the required documents through the platform. These documents include the Baccalaureate success certificate, transcripts for the Bachelor's degree, the Bachelor's degree success certificate, and the candidate's disciplinary record.

Following this, the applications are reviewed by the Faculty's guidance and ranking committee, and the results are announced. After the appeals process and the announcement of the final results, successful candidates proceed to the administrative offices for final registration, accompanied by the official documents.

Core training modules: The fundamental modules included in the program:

Strategic and Competitive Analysis ; Sales and Sales Force Management; Brand Management; Services Management; Innovation and development of services; Service Quality Management; Marketing financial services; Customer Relationship Management; Marketing of healthcare services; Marketing transportation services; Tourism and hotel marketing.

Advanced training modules: The specialized or in-depth modules of the program:

Strategic and Competitive Analysis ; Services Management; Innovation and development of services; Service Quality Management; Marketing financial services; Customer Relationship Management.

Language of instruction: The language in which the training is delivered:

English

Training Canvas: The plan or Visual structure of program:

1-first semester :

Type of evaluation			Coefficients	Weekly hourly volume				The hourly volume for Hexagon 1	Education Unit
exam	Continuous			Other works	Practical work	Directed works	Lessons	16-14Week	
									fundamental Education unit
60%	40%	5	2			30سا1	30سا1	4500 سا	Strategic and Competitive Analysis
%60	40%	5	2			30سا1	30سا1	4500 سا	Sales and Sales Force Management
%60	40%	4	2			30سا1	30سا1	4500 سا	Brand Management
%60	40%	4	2			30سا1	30سا1	4500 سا	Services Management
		18	8						Total
									Methodological Education Unit
60%	40%	5	2			30 سا1	30 سا1	00 سا45	Quantitative Methods in Marketing1
%60	40%	4	2			30 سا1	30 سا1	00 سا45	Administrative Communication and Writing
		9	4						Total
									Exploratory Education Unit
60%	40%	2	2			30 سا1	30 سا1	00 سا45	Applications in Digital Marketing
									Transverse Education Unit
	100%	1	1			30 سا1		30 سا22	Specialized Foreign Language 1
		30	15			30 سا10	1030 سا	30 سا337	1 Total of the first semester

2-second semester

Type of evaluation		Crédits	Coefficients	Weekly hourly volume				The hourly volume for Hexagon	Education Unit
exam	Continuous			Other works	Practical work	Directed works	Lessons	16-14Week	
									fundamental Education unit
60%	40%	5	2			30سا1	30سا1	4500 سا	Innovation and development of services
%60	40%	5	2			30سا1	30سا1	4500 سا	Service Quality Management
%60	40%	4	2			30سا1	30سا1	4500 سا	Marketing financial services
%60	40%	4	2			30سا1	30سا1	4500 سا	Customer Relationship Management
		18	8						Total
									Methodological Education Unit
60%	40%	5	2			30 سا1	30 سا1	00 سا45	Quantitative Methods in Marketing 2
%60	40%	4	2			30 سا1	30 سا1	00 سا45	Methodology for preparing the master's thesis
		9	4						Total
									Exploratory Education Unit
60%	40%	2	2			30 سا1	30 سا1	00 سا45	Marketing of public services
									Transverse Education Unit
	100%	1	1			30 سا1		30 سا22	Specialized Foreign Language 2
		30	15			30 سا10	1030 سا	30 سا337	Total of the first semester 2

3-third semester :

Type of evaluation		Crédits	Coefficients	Weekly hourly volume				The hourly volume for Hexagon	Education Unit
exam	Continuous			Other works	Practical work	Directed works	Lessons	16-14Week	
									fundamental Education unit
60%	40%	6	3			30سا1	30سا1	4500 سا	Marketing of healthcare services
%60	40%	6	3			30سا1	30سا1	4500 سا	Marketing transportation services
%60	40%	6	3			30سا1	30سا1	4500 سا	Tourism and hotel marketing
		18	9						Total
									Methodological Education Unit
60%	40%	5	2			30 سا1	30 سا1	00 سا45	Statistical Software 2
%60	40%	4	2			30 سا1	30 سا1	00 سا45	Marketing control
		9	4						Total
									Exploratory Education Unit
60%	40%	2	2			30 سا1	30 سا1	00 سا45	Business law
									Transverse Education Unit
	100%	1	1			30 سا1		30 سا22	A seminar on service marketing
		30	16			00 سا9	00 سا9	30 سا292	Total of the first semester 3

4-fourth semester

An internship in an institution or company that culminates in a memorandum discussing

	Weekly hourly volume	credits	Coefficient
Personal work	30h/w	30	04
Field study (in various formats according to the subject of the memorandum)	03h/w	/	/
Forums (certificate of attendance of a forum or training or training course in the second year Master)	02 h/w	/	/
Other work (determined by the pedagogical committee of specialization)	05 h/w	/	/
Total Semester 4 (15 weeks)	600 h	04	04

Coordinator of the Program: Djennad Mbarka (Chair Person of Speciality)

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