

# MKT – Marketing (uniquement en anglais)

Cette filière a pour objectif de former de jeunes étudiants et des personnels des organisations publiques et privées sur des questions de Marketing International en rapport avec les nouvelles exigences et contraintes imposées par la mondialisation.

## First year (Equivalent Marketing and Hotel Management) - Semester 1/2

Code	Course	Pré-requis	Crts
GST231	General Accounting I		5
ENG211	Techniques of Expression		5
GST221	Micro-Economics		5
GST251	Applied Math for Business		5
GST211	Principles of Management		5
GST261	Business Law		5
GST232	General Accounting II		5
ENG212	Techniques of communication		5
GST222	Macro-Economics		5
GST271	Principles of Marketing		5
GST252	Statistics		5
MIS211	Management Information system		5

## Second Year - Semester 3/4

Code	Course	Pré-requis	Crts
GST311	Public Administration		5
GST331	Analytical Accounting		5
ANG311	English		5
GST442	Business Finance		5
GST312	Operations Research		5
GST361	Labor Law and Social Security		3
GST313	Work Psychology		2
HUM311	Introduction to Philosophy		2
HUM312	Sport		2
CLT235	Scientific Culture		2
GST416	Business Ethics		5
GST314	Human Resource Management		

ANG312	Professional English		5
GST315	Organization Behavior		5
GST417	Strategic Management and Business Policy		5
GST371	Service Marketing	GST271	5
POL311	Middle-Eastern Geopolitic		2
HUM313	Civilization		2

### Third year - Semester 5/6

Code	Course	Pré-requis	Crts
GST373	Consumer Behavior	GST271	5
GST374	Financial Marketing	GST271+GST232+ GST442	5
GST372	Sales Management	GST271	5
GST375	Advertising	GST271	5
GST473	Research in Marketing	GST252+GST271	5
GST474	Direct marketing	GST271	5
GST475	Industrial Marketing	GST474+Senior	5
GST476	Brand Management	GST375	5
GST477	International Marketing	GST271+GST222+ Senior	5
GST478	E-Marketing	GST271+GST474+ GST373	5
GST479	Marketing Management	GST375+Senior	5
MKT499	Senior Project		5

## Course description for Marketing

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### **GST 231 General Accounting I**

Introduction to the basic principles. Concepts and techniques of financial accounting. The basic techniques of measuring. Classifying. Summarizing. Reporting. And interpreting financial information. Book-keeping. Cash-flow. Incidental expenses. Purchase costs. Packing costs. Freight. Balance sheet. Dealers and customers relationship. Value added tax.

### **ENG 211 Techniques of Expression**

A1 : Grammar: Present simple, Adverbs of frequency, Present continuous, Countable and uncountable nouns, Can and adverbs, Have to, Should/shouldn't. Vocabulary: Family, Free-time activities, School subjects, Clothes. Everyday English: Making friends, Expressing likes and dislikes, Giving directions, Making arrangements, Ordering food. Writing: a message, an announcement, a letter, a questionnaire.

A2 : Grammar: Past simple, Regular and Irregular verbs, Past continuous, Comparative and superlative adjectives, Going to and will, Present perfect. Vocabulary: Places in town, Countries, Nationalities, Continents, Geographical features, Measurements. Jobs, Transport nouns and adjectives. Everyday English: Asking for information, Talking about your weekend, Negotiating, Making holiday plans, Making and receiving phone calls, Buying a Train ticket. Writing: a note, an email message, an advert, an application letter, a postcard.

### **GST 221 Micro-economics**

Introduction to microeconomic concepts and analysis. General information about the functioning of market forces in determining the prices and the level of production. Theories of the firm and consumer behavior. Cost of production. Price and output of determination under different market conditions.

### **GST 251 Applied Math for Business**

Real numbers. Definite integrals. Numeric series. Primitives. Introduction of numeric functions. Ordinary functions.

### **GST 211 Principles of Management**

The modern organization covering the fundamental principles of management including techniques of setting objectives. Operational planning and the control process. All the functioning level of a company.

### **GST 261 Business Law**

Introduction of law, entities, goods, contracts. Basic elements of consensual relations enforced by law: Formation and performance. Constitutional law: freedoms of speech, Press. Assembly, Association and petition. Civil procedure. Personal and subject matter jurisdiction. Evidence. Rules. Principle and practice of the law of evidence covering judicial notice.

### **GST 232 General Accounting II**

Introduction to the basic principles. Concepts. And techniques of financial accounting. Topics include the basic techniques of measuring. Classifying. Summarizing. Reporting. And interpreting financial information. Book-keeping. Cash-flow. Incidental expenses. Purchase costs. Packing costs. Freight. Balance sheet. Dealers and customer's relationship. Value added tax.

### **ENG 212 Techniques of communication**

Grammar: Must, mustn't and needn't, zero conditional, First conditional, Second Conditional, Past perfect, Reported speech, The passive. Vocabulary: Electronic devices, Body language, Planet earth, Crimes and criminals, Publications, Landscapes. Everyday English: Making a complaint, Invitations, giving advice and recommendations, reporting a theft, arranging to meet. Writing: Messages, an essay, an email, an informal letter, a formal letter.

### **GST 222 Macro-economics**

Overview of macroeconomics issues. Introduction to the performance of the economy of a country on a nation-wide basis. It deals with the determinants of level aggregate output. Employment and income. Topics covered include national income accounting. Government budgets. International trade. World consumption. Investment.

### **GST 271 Principles of Marketing**

The foundations and basic concepts of marketing which help organizations. Satisfy consumer needs through the development of products and services. Distribution systems. Pricing policies and promotion programs.

### **GST 252 Statistics**

Concepts of probability. Random variables. Mathematical expectation. Variance. Confidence intervals. Estimation. Testing of statistical hypotheses. Homogeneity testing of two samples. Analysis of variance.

### **MIS 211 Management information system**

Performance evaluation. Corporate capital structure. Capital budgeting. Amortized capital loans. Company liquidation.

**GST 311 Public Administration**

The cause to the functions, operations and management of public organizations and institutions as well as government offices and services.

**GST 331- Analytical Accounting**

In-depth study of procedures for gathering cost information. Topics covered include components and seizure of costs. Total cost and analysis centers. Specific problems in cost calculation. Variable cost. Breakeven point. Rational charge of fixed costs and functional analysis.

**ANG 311 English**

A1 : Grammar: Present simple, Adverbs of frequency, Present continuous, Countable and uncountable nouns, Can and adverbs, Have to, Should/shouldn't. Vocabulary: Family, Free-time activities, School subjects, Clothes. Everyday English: Making friends, Expressing likes and dislikes, Giving directions, Making arrangements, Ordering food. Writing: a message, an announcement, a letter, a questionnaire.

A2 : Grammar: Past simple, Regular and Irregular verbs, Past continuous, Comparative and superlative adjectives, Going to and will, Present perfect. Vocabulary: Places in town, Countries, Nationalities, Continents, Geographical features, Measurements. Jobs, Transport nouns and adjectives. Everyday English: Asking for information, Talking about your weekend, Negotiating, Making holiday plans, Making and receiving phone calls, Buying a Train ticket. Writing: a note, an email message, an advert, an application letter, a postcard.

**GST442 Business Finance**

Integrated coverage of treasury and working capital management. Presentations of developments in treasury management, banking deregulation and foreign exchange risk.

**GST 312 Operation Research**

Is presented as problem-solving and optimizing technique for various managerial and production problems. Scheduling. Simplex method. Integer linear programming. Transportation and assignment problems.

**GST 361 Labor Law and Social Security**

Exploration of individual and collective aspect of employment in Lebanon. Employment contract, Salaries. Social and fiscal charges imposed on salaries.

**GST 313 Work Psychology**

Introduction on psychology of the individual and of the group. Theoretical movements.

**HUM 311 Introduction to Philosophy**

Scientific knowledge: Sources and fields. Truth concepts. Historical marks. Classic. Modern. And contemporary theories. Sciences. Techniques. And technologies. The experimental method and its repercussions. Scientific mind molding. Contemporary issues: Determinism and relativism in science. Scientific ethics and activity.

**HUM312 Sport**

This is a physical education course introducing the student to the science of physical education in addition to a focus on a sport activity.

### **GST 416 Business Ethics**

An evaluation of theory. Research. And practice. Pertaining to individual and group behavior on the design and the structure of organizations in the business environment. Stakes concept.

### **GST314 Human Resource Management**

Theories. Policies and practices of human resource management in a firm. Employee selection; training and development; performance appraisal and compensation; job analysis and design; benefits administration; labor-management relations.

### **ANG312 Professional English**

A2: Grammar: Past simple, Regular and Irregular verbs, Past continuous, Comparative and superlative adjectives, Going to and will, Present perfect. Vocabulary: Places in town, Countries, Nationalities, Continents, Geographical features, Measurements. Jobs, Transport nouns and adjectives. Everyday English: Asking for information, Talking about your weekend, Negotiating, Making holiday plans, Making and receiving phone calls, Buying a Train ticket. Writing: a note, an email message, an advert, an application letter, a postcard.

B1: Grammar: Must, mustn't and needn't, zero conditional, First conditional, Second Conditional, Past perfect, Reported speech, The passive. Vocabulary: Electronic devices, Body language, Planet earth, Crimes and criminals, Publications, Landscapes. Everyday English: Making a complaint, Invitations, Giving advice and recommendations, Reporting a theft, Arranging to meet. Writing: Messages, an essay, an email, an informal letter, a formal letter.

### **GST 315 Organization Behavior**

Understanding of human behavior and using that knowledge to help people be more productive and satisfied in organizational settings. The primary values characterizing this field include (1) an emphasis on establishing cause-and-effect relationships. (2) A commitment to change. (3) A humanistic concern for people. (4) A concern for organizational effectiveness. And (5) a reliance on empirical research and the scientific method.

### **GST417 Strategic management and business policy**

Overview of all essential aspects of business policy and strategic management. Strategy insights, reflect on strategic dilemmas and practice strategy tools to enable students to become strategic thinkers. Strategy analysis. Formulation of strategies at different levels of the organization and strategy implementation. We will also reflect on the purpose of organizations. Their governance and their role towards shareholders. Stakeholders and society in general.

### **GST416 Service Marketing**

The various aspects of service marketing. Understanding services marketing, improving service quality and productivity, creating and delivering services, developing and managing the customer service function.

### **POL 311 Middle- Eastern Geopolitics**

The interrelations between geographic and politics and the role of borders and country relations in determining its foreign policies.

### **HUM 312 Civilization**

General culture in order to fill out possible gaps in their cultural knowledge and to enhance their potential for professional integration. While working in Lebanon as well as abroad.

### **GST374 Consumer Behavior**

The various forms of consumer behavior. The principles and reasons why they behave and way they do. The implications for marketing and advertising and the methodologies and research techniques used consumer behavior.

### **GST374 financial marketing**

Discussion of the financial aspects of marketing decisions. Costing and pricing. Break-even analysis. Demand estimates. Sales forecasts. Sales and Advertising Budgeting.

### **GST372 Sales Management**

Managing the sales force; selecting. Training and compensating; forecasting sales and establishing budgets; structuring a sales organization; motivating salespeople.

### **GST375 Advertising**

Advertising: TV; Radio; Magazine; publicity and promotion; determination of objectives and budgets.

### **GST473 Research in Marketing**

Marketing research design; questionnaire construction; sample design; data analysis.

### **GST474 Direct Marketing**

The key concepts of direct marketing like: Direct mail; catalogues; e-commerce and telemarketing.

### **GST475 Industrial Marketing**

Industrial marketing system and organization buying behavior; management of industrial marketing mix; industrial market-research; planning. Pricing. Selling and advertising decisions; strategies for industrial markets.

### **GST476 Brand Management**



Brands and branding strategies. Why they are important. What they represent to consumer. The course materials will provide the student with insight into how profitable brand strategies can be created by building. Measuring and managing the brand as the most valuable intangible assets.

### **GST477 International Marketing**

The strategies for marketing in an area with different social. Political. Legal and economic environment. Topics covered include: strategy of international product development. Pricing. Promotion and distribution policies; cross-national consumer behavior; direct foreign investment.

### **GST478 E-Marketing**

E Marketing is the old fashion marketing which uses electronic methods. It uses integrate Internet technology to use it into the marketing strategy. It helps students recognize and understand the implications of the Internet.

### **GST476 Marketing Management**

The strategic marketing decisions faced by the top management and the various business environments faced by them. It presents the key concepts of marketing strategy. Strategic decision-making and develops a business strategy in the various fields. Finding solutions to real world business problems.

### **MKT499 Senior Project**

The senior project is the most important course of your academic career. During this course the student will be presenting an exhibition of the best work you have ever made. This will showcase all the techniques and experience the student have gained at ULF.