

**BACHELOR IN MARKETING AND ADVERTISING**

**Main Language of Instruction:**

French  English  Arabic

**Campus Where the Program Is Offered:** CSS.

**OBJECTIVES**

The Bachelor in Marketing and Advertising equips students with solid knowledge in marketing, communication, and sales, enabling them to develop strategic thinking and to cultivate a desire to embark on successful career projects through interaction with professional instructors.

This multidimensional training develops students' competencies at various levels: marketing, advertising, sales, management, and business administration.

- **Marketing:** The courses cover the entire marketing process and include complementary topics such as international marketing, market study, and merchandising. This theoretical approach is essential for strategic marketing thinking. These courses prepare students to be immediately operational within distribution companies, enabling them to conduct relevant market analyses and implement effective product launch strategies or enhance brand image.
- **Advertising:** Similarly, the courses aim to develop the strategic aspect of integrated communication, which relies not only on traditional media but also allocates significant attention to social networks and digital communication. Students are trained in media selection techniques and targeted allocation of advertising budgets. They also become familiar with creative choices for advertising messages and techniques in graphic design or packaging.
- **Sales:** Sales courses, including Selling Techniques and Negotiation Strategies, aim to develop genuine commercial and relational skills essential for supporting and managing a sales force.
- **Management and Business Administration:** Students will gain substantial competencies in business management. In this area, they are offered several foundational subjects, including general and analytical accounting, law, and management.

**PROGRAM LEARNING OUTCOMES (COMPETENCIES)**

- Analyze market needs continuously.
- Develop a marketing plan and business plan for consumer products/brands.
- Gain in-depth knowledge of the luxury industry and high-end products.
- Implement marketing and communication actions outlined in the business plan.
- Manage communication with internal and external stakeholders.
- Evaluate sales results and marketing effectiveness.
- Create effective communication and utilize new digital platforms.

**PROGRAM REQUIREMENTS**

180 credits: Required courses (128 credits), Institution's Elective Courses (14 credits), USJ General Education Program (34 credits), Open Elective Courses (4 credits).

**USJ general education program (34 Cr.)**

**English (4 Cr.)**

English Level A (4 Cr.)

**Arabic (4 Cr.)**

Arabic Language and Culture (2 Cr.)

Arabic Language and Media اللغة العربية في الصحافة والإعلان (2 Cr.)

Other course taught in Arabic (2 Cr.)

Labor Law and Social Security (2 Cr.)

**Communication Techniques (4 Cr.)**

French: Expression and Communication (2 Cr.)

Presentation Techniques (2 Cr.)



## Humanities (8 Cr.)

### Ethics (2 Cr.)

Business Ethics (2 Cr.)

Religious Studies: (2 Cr.)

USJ Values (2 Cr.)

Civic and Citizen Engagement: (2 Cr.)

Voluntary and Civic Action (2 Cr.)

Other: (2 Cr.)

Psychology (2 Cr.)

### Social Sciences: (6 Cr.)

Professional Insertion and Entrepreneurship: (2 Cr.)

Work Ready Now (4 Cr.)

Other: (4 Cr.)

Financial Accounting (4 Cr.)

### Quantitative techniques: (6 Cr.)

Financial Mathematics (2 cr.)

Statistics (4 Cr.)

## Fundamental Courses (142 Cr.)

### Required Courses (128 Cr.)

Advertising Creativity (3 Cr.). Art and Advertising (2 Cr.). Bachelor Degree Final Project I (Literature Review) (6 Cr.). Bachelor Degree Final Project II (Field Market Study) (6 Cr.). Business Plan (2 Cr.). Business Law - Fundamental Themes (2 Cr.). Consumer Behavior (3 Cr.). Cost Control Analysis (4 Cr.). Distribution Policy (2 Cr.). E-commerce (2 Cr.). Events Management (4 Cr.). Guerrilla Marketing (4 Cr.). Image Editing Software (Photoshop) (2 Cr.). Integrated Communication Policy (4 Cr.). International Marketing (5 Cr.). Internship I (6 Cr.). Internship II (8 Cr.). Introduction to Artificial Intelligence (2 Cr.). Management (4 Cr.). Management of Mass Consumer Goods (2 Cr.). Luxury Management (2 Cr.). Managing Advertising Agencies (2 Cr.). Marketing Plan (2 Cr.). Market Studies (4 Cr.). Media Planning (2 Cr.). Merchandising (2 Cr.). Microeconomics (2 Cr.). Negotiation Skills (3 Cr.). Packaging Techniques (3 Cr.). Pricing Policy (3 Cr.). Product Policy (3 Cr.). Sales Forecasting (2 Cr.). Sales Force Management (2 Cr.). Sales Techniques (2 Cr.). SEO/SEM (2 Cr.). Services Marketing (2 Cr.). Social Media for Business (2 Cr.). Storytelling (2 Cr.). Web Design (4 Cr.). The Foundations of Marketing (4 Cr.).

### Institution's Elective Courses (14 Cr.)

Advertising Film (2 Cr.). Advertising Photography (2 Cr.). Brand Activation (2 Cr.). Biblical Readings (3 Cr.). Content Writing (Copywriting) (2 Cr.). Emotional Intelligence (2 Cr.). Introduction to Drawing (2 Cr.). Introduction to Music (2 Cr.). Mediation (3 Cr.). Mindfulness-Based Stress Reduction (2 Cr.). Music and Cinema (2 Cr.). Publishing Software (2 Cr.). Reportage Photography and Special Effects (2 Cr.). Sports, Health, and Well-being (2 Cr.). Sustainable Development (3 Cr.). Theatrical Performance (2 Cr.). Theatrical Performance II (2 Cr.). Photography (3 Cr.). Window Decoration (2 Cr.).

### Open Elective Courses (4 Cr.)



## SUGGESTED STUDY PLAN

### Semester 1

Code	Course Name	Credits
063CREPL2	Advertising Creativity	3
063HISAL1	Art and Advertising	2
063DRASL2	Business Law   Fundamental Themes	2
063ECOML3	E-commerce	2
435EXPCL2	French: Expression and Communication	2
063MKT1L1	The Foundations of Marketing	4
063LGPHL1	Image Editing Software (Photoshop)	2
063TPRSL3	Presentation Techniques	2
	Institution's Elective Courses	2
435LAJPL1	اللغة العربية في الصحافة والإعلان Arabic Language and Media	2
	<b>Total</b>	<b>23</b>

### Semester 2

Code	Course Name	Credits
063MKT2L2	Consumer Behavior	3
063CPTGL1	Financial Accounting	4
063DRDSL3	Labor Law and Social Security	2
063TVEGL1	Sales Techniques	2
063RSSCL4	Social Networking for Business	2
063STA1L1	Statistics I	4
	Institution's Elective Courses	2
	<b>Total</b>	<b>19</b>

### Summer Semester

Code	Course Name	Credits
063SLP1L2	Internship I	6
	<b>Total</b>	<b>6</b>

### Semester 3

Code	Course Name	Credits
063CPTAL4	Cost Control Analysis	4
063MKTRL3	Market Study	4
063MPGCL4	Management of Mass Consumer Goods	2
063MKSVL3	Services Marketing	2
063TNEGM2	Negotiation skills	3
063POLCL3	Integrated Communication Policy	4
063POLDL3	Distribution Policy	2

063POLPL3	Product Policy	3
063STLL6	Storytelling	2
	Institution's Elective Courses	4
	Open Elective Course	4
	<b>Total</b>	<b>34</b>

#### Semester 4

Code	Course Name	Credits
063LOGBL1	Office Automation	2
063MKGUL6	Guerilla Marketing	4
063MGT1L1	Management	4
063GAPBL4	Managing Advertising Agencies	2
063MATFL3	Financial Mathematics	2
063MDPLL4	Media Planning	2
063MRCHL4	Merchandising	2
063TEMBL2	Packaging Techniques	3
063MEPXL4	Pricing Policy	3
063WDESL6	Web Design	4
063WRNEL5	Work Ready Now	4
	<b>Total</b>	<b>32</b>

#### Summer Semester

Code	Course Name	Credits
063SLP2L4	Internship II	8

#### Semester 5

Code	Course Name	Credits
063SPSSL6	Data Analysis	3
063ANGAL5	Business English	4
063BSPLL6	Business Plan	2
063MGLXL6	Management du luxe	2
063MIECL1	Microeconomics	2
063PJP1L5	Bachelor Degree Final Project I (Literature Review)	6
063SEOML6	SEO/SEM	2
	Institution's Elective Courses	8
	<b>Total</b>	<b>29</b>

#### Semester 6

Code	Course Name	Credits
063MGECL5	Events Management	4
063SFMGL6	Sales Force Management	2
063MKTPL6	Marketing Plan	2

063INIAL6	Introduction to Artificial Intelligence	2
063MKTIL5	International Marketing	5
063PREVL5	Sales Forecasting	2
063PJP2L6	Bachelor Degree Final Project II (Field Market Study)	6
	Institution's Elective Courses	6
	<b>Total</b>	<b>29</b>

## COURSE DESCRIPTION

### **063CREPL2 Advertising Creativity 3 Cr.**

This course introduces students to the techniques and strategies used by creative professionals to develop ads. They will develop corporate designs and learn copywriting skills. This course also explores visual strategies, while refining creative thinking skills. It examines the creative process from beginning to end, starting with techniques for creating and developing the “big idea” and finishing with the creation of a professional ad campaign.

### **063SPSSL6 Data Analysis 3 Cr.**

This course familiarizes students with univariate and bivariate data analysis techniques. It equips them to support marketing decision-making by extracting valuable insights from raw data, such as market studies, customer databases, sales tracking, etc.

### **063HISAL1 Art and Advertising 2 Cr.**

This course provides a comprehensive understanding of the correlation between art and advertising, focusing on the influence of visual art in communication, particularly in advertising. The concept of “advertising appropriation” is explored through iconic artworks across various eras and artistic movements, which have become visual icons of popular culture. It covers the different forms of advertising referencing art, analysis of the marketing strategies of companies employing this communication technique, presentation of iconic works in art history and their appropriation, as well as an introduction to significant movements and prominent figures in visual art.

### **063BRACL5 Brand Activation 2 Cr.**

This course explores the evolving dynamics of marketing and communication over the past 10-15 years. It emphasizes the shift from a linear approach to one that prioritizes emotional and relatable connections with audiences, allowing brands to foster support. Students will gain an understanding of brand activation, learn how to generate ideas for activation programs, and explore how to integrate these concepts within an omnichannel strategy.

### **063LOGBL1 Office Automation 2 Cr.**

This course is designed to introduce students to the essential features of IT tools, emphasizing the ease of use and the savings in time and resources that come with mastering these technologies.

### **063ANGAL5 Business English 4 Cr.**

This course familiarizes students with both general business language and the technical terminology specific to this training.

### **063BSPLL6 Business Plan 2 Cr.**

This course equips students with an understanding of the basic structure of a business plan and how it addresses market and organizational needs. Students will work in groups of 4 to create and present a well-developed and well-structured business plan covering all vital elements.

<b>063CMCRL5</b>	<b>Crisis Communication</b>	<b>2 Cr.</b>
<p>This course provides marketing and communication students with an in-depth understanding of communication and its critical role during a crisis. It helps students develop skills in managing various phases of a crisis, creating communication strategies, restoring reputation, and rebuilding stakeholder trust in the post-crisis environment.</p>		
<b>063MKT2L2</b>	<b>Consumer Behavior</b>	<b>3 Cr.</b>
<p>This course provides students with an understanding of the entire lifecycle of products and services, from acquisition and consumption to disposal. It emphasizes the decision-making processes that influence consumer behavior and aims to turn brands into trends. Students will learn to analyze the purchasing decision process and create an influence plan as a strategic response to consumer perceptions. This course focuses on ensuring high post-purchase satisfaction to effectively attract and engage consumers.</p>		
<b>063CPTAL4</b>	<b>Cost Control Analysis</b>	<b>4 Cr.</b>
<p>This course demonstrates how information from general accounting can be used to enhance the efficiency of business management, sometimes employing statistical tools. It specifically addresses the needs of industrial companies in determining their various costs, particularly the cost of goods sold, along with all related concepts, to establish selling prices. This course also focuses on categorizing a company's expenses into fixed and variable costs and determining the break-even point accordingly.</p> <p><b>Prerequisite:</b> General Accounting (063CPTGL1)</p>		
<b>063CPTGL1</b>	<b>General Accounting</b>	<b>4 Cr.</b>
<p>This course introduces students to accounting principles, covering essential topics such as accounting entries, reading and interpreting corporate accounts, and understanding company obligations. This course aims to help students “understand the basics and techniques of accounting management”. As a prerequisite for analytical accounting, it guides students in assimilating a set of concepts and accounting mechanisms needed to construct social accounts at the end of the financial year. Students will acquire vocabulary and accounting mechanisms while gaining a clear understanding of key concepts such as double entry accounting, assets, the income statement, the balance sheet and the annex.</p> <p>This course also highlights accounting as a management tool for businesses, enabling the creation of essential management documents, such as analytical accounting reports. By standardizing accounting practices, students learn how to compare similar companies, allowing them to analyze balance sheets and income statements to assess a company's position relative to its competitors.</p>		
<b>063DCV2L3</b>	<b>Window Decoration</b>	<b>2 Cr.</b>
<p>This course emphasizes the strategic significance of point-of-sale windows in building a store's image and influencing consumer behavior, as they represent the first interaction with the store. It conveys various concepts through detailed plans and written documentation, focusing on the design, layout, and organization of display windows, emphasizing their composition, volumetric expression, and the choice of materials and colors.</p>		
<b>063DVDRL2</b>	<b>Sustainable Development</b>	<b>3 Cr.</b>
<p>This course examines the concept of sustainable development, which addresses social and ecological concerns about the negative consequences of growth. It focuses on how sustainable development aims to balance economic growth with the need to preserve resources for future generations. This course also examines the increasing prominence of this concept in political, economic, marketing and industrial sectors, driven by heightened public awareness of sustainability issues.</p>		
<b>063DRASL2</b>	<b>Business Law - Fundamental Themes</b>	<b>2 Cr.</b>
<p>This course covers key commercial companies, various payment methods (checks, credit cards, and debit cards) as well as modern conflict resolution techniques (conciliation, arbitration).</p>		

<b>063DRTSL3</b>	<b>Labor Law and Social Security</b>	<b>2 Cr.</b>
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This course prepares students for their professional lives as employees by introducing them to their future working environment (the company) and the legal relationships that develop within it. Students will gain awareness of their rights and obligations toward their future employers and vice versa.

<b>063ECOML3</b>	<b>E-commerce</b>	<b>2 Cr.</b>
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This course explores the differences between traditional commerce and e-commerce, which has drastically changed business practices. Students will gain insights into consumer behavior related to online shopping, including what attracts customers, their preferences, and how to navigate the absence of tactile product experiences. This course also identifies the key elements that contribute to a successful e-commerce website through a detailed case study on Amazon. Additionally, it examines specific marketing tools for e-commerce designed to enhance website visibility and increase traffic, sales and revenues. Finally, this course assesses the impact of technology on businesses and discusses strategies for addressing e-commerce problems, both proactively and during the operational phase of a website.

<b>063INTEL5</b>	<b>Emotional Intelligence</b>	<b>2 Cr.</b>
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This course emphasizes the necessity for organizations to adapt swiftly to maintain their competitive edge. It explores how rapid change requires leaders and employees who are flexible, effective, and committed to continuous improvement while sharing a focus on profitability. The course covers the principles of Emotional Intelligence, which is essential for achieving better results for individuals, teams, and organizations, ultimately enhancing overall performance. Participants will learn to manage their time, people, and performance more effectively, enabling them to deliver exceptional quality and facilitate cultural change.

<b>063ETHIL2</b>	<b>Professional ethics</b>	<b>2 Cr.</b>
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This course addresses the growing importance of ethics, professional conduct, morality, and corporate social responsibility in business. In today's business world, compliance with ethical principles by all stakeholders—employers, employees, and administrations—has become essential. This course highlights the positive consequences of ethical behavior while also addressing the detrimental effects of unethical behavior. This course familiarizes students with the ethical issues that may arise in business practices while illustrating how societal and cultural factors influence ethical conduct. As Theodore Roosevelt stated, "The biggest corporation, like the humblest citizen, must be held to strict compliance with the will of the people".

<b>063MKTRL3</b>	<b>Market Studies</b>	<b>4 Cr.</b>
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This course is designed for Bachelor students in Marketing and Advertising and is taught in semester 3. It provides an in-depth exploration of the "Market Research" chapter within the course entitled "The Foundations of Marketing". This course serves as a prerequisite for the "Data Analysis" course and for the "Bachelor degree final project I and II" courses. This course aims to provide students with a solid methodological foundation in market research, emphasizing conceptual and practical aspects over mathematical techniques. It focuses on preparing students for professional roles in the field rather than training them to become marketing researchers.

<b>063MGEC5</b>	<b>Events Management</b>	<b>4 Cr.</b>
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This course introduces students to the researching, planning, coordinating, marketing and managing special events that cater to customers' needs.

<b>063FILML6</b>	<b>Advertising Film</b>	<b>2 Cr.</b>
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This course provides Bachelor students in Marketing and Advertising with the fundamental tools and skills necessary for producing and creating an advertisement film. Throughout the semester, students will be guided through the various stages of the advertising production process, starting with a pitch, followed by pre-production, detailed budgeting, team formation, casting, art direction, and costume design, culminating in the shooting and post-production phases.



<b>435EXPCL2</b>	<b>French: Expression and Communication</b>	<b>2 Cr.</b>
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This course enhances students' French proficiency in both writing and speaking through a variety of engaging situations and materials. The motivating approach encourages them to express themselves confidently, and effectively address any skill gaps.

<b>063SFMGL6</b>	<b>Sales Force Management</b>	<b>2 Cr.</b>
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This course offers a comprehensive approach to the tools and techniques essential for effectively managing a company's sales force. It covers the organization of the sales team, optimization of geographic distribution, management of the client portfolio, and prospecting activities. Additionally, this course focuses on enhancing team performance through training and compensation strategies.

<b>063MKGUL6</b>	<b>Guerilla Marketing</b>	<b>4 Cr.</b>
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This course introduces Guerilla Marketing as a contemporary and unconventional approach used to enable entrepreneurs to compete effectively against larger rivals using minimal resources. Developed by Dr. Jay Conrad Levinson, often regarded as the father of modern marketing, this approach has gained traction in prestigious universities such as Berkeley and Stanford. The course emphasizes implementing creative tactics and schemes to achieve significant results with the most efficient tools, relying on quick, innovative actions to establish a solid process.

<b>063MSQPL3</b>	<b>Introduction to Music</b>	<b>2 Cr.</b>
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This course familiarizes students with advertising music and its influence on consumers. Students will learn about the evolving roles of music, such as its daily accompaniment to moving images and its contribution to creating an imaginary universe, including the specific selection of music for advertisers. The connection between music and advertising has existed for a long time, dating back to street vendors who shouted to sell their products. With the advent of audiovisual media, music became an integral part of advertising imagery. Students will explore how advertising music has become prominent in today's mass media and its various aspects.

<b>063INIAL6</b>	<b>Introduction to Artificial Intelligence</b>	<b>2 Cr.</b>
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This course introduces artificial intelligence (AI). It equips students with the knowledge and tools to use AI technologies effectively, enhancing their ability to innovate and solve real-world problems in their respective fields. Students will explore the definition of AI, its history, various technologies and techniques, the structure and functionality of AI systems, and the emerging field of generative AI.

<b>063DESSL6</b>	<b>Introduction to Drawing</b>	<b>2 Cr.</b>
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This course introduces students to drawing and sketching objects from various perspectives.

<b>063BBL1L4</b>	<b>Biblical Readings</b>	<b>3 Cr.</b>
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This course is part of the USJ General Education Program, of "Religious Sciences". It introduces students to the Bible and biblical exegesis through the study of twelve texts, three from each gospel.

<b>063MKTPL6</b>	<b>Marketing Plan</b>	<b>2 Cr.</b>
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This course enables students to develop a strategic marketing plan for their brands. They will be able to synthesize their theoretical knowledge into Excel charts and PowerPoint matrices.

**Prerequisite:** The Foundations of Marketing (063MKT1L1)

<b>063MKT1L1</b>	<b>The Foundations of Marketing</b>	<b>4 Cr.</b>
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The course "Marketing I" is designed for Bachelor students in Marketing & Advertising, and is taught in semester 1. There are no prerequisites for this course; however, it serves as a prerequisite for various other bachelor's courses, such as "Market Studies", "Product Policy", "Pricing Policy", "Distribution Policy" and "Integrated Communication Policy".



This course familiarizes students with the importance of marketing in commercial companies, as well as public institutions and non-profit organizations. It will also introduce the basic concepts of marketing and the marketing approach.

<b>063LGPBL4</b>	<b>Publishing Software (InDesign, Illustrator)</b>	<b>2 Cr.</b>
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This course introduces students to the basic functions of Adobe InDesign and Illustrator, essential platforms for creating various types of publications, whether for print or online distribution. Students will learn to define and apply the technical steps needed to produce or generate advertising documents. They will also understand the media requirements and various printing techniques. Additionally, this course serves as an introduction to assembling graphic elements and designing layouts from a creative perspective.

<b>063LGPHL1</b>	<b>Image Editing Software (Photoshop)</b>	<b>2 Cr.</b>
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This course is designed for Bachelor students in Marketing and Advertising, and Computer Science for Business. It teaches students how to edit and modify images, and familiarizes them with the tools needed for printing on various media.

<b>063MGT1L1</b>	<b>Management</b>	<b>4 Cr.</b>
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This course introduces the functions of management and the importance of implementing them in the workplace.

<b>063MPGCL4</b>	<b>Management of Mass Consumer Goods</b>	<b>2 Cr.</b>
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This course familiarizes students with the key players in the mass consumer goods sector through practical case studies. It covers marketing strategies, SWOT analysis, critical success factors, strategic challenges, product launches, and competitive dynamics. By analyzing diverse cases, students gain a comprehensive understanding of effective product management in this sector.

<b>063MGLXL6</b>	<b>Luxury Management</b>	<b>2 Cr.</b>
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This course goes beyond merely developing marketing strategies adapted to luxury, and presents the intricacies of managing a luxury brand over time to ensure its sustainability. The theoretical part is supported by numerous case analyzes that define the identity and codes of a luxury brand, explain the legitimacy of its adherence to luxury, and recount the challenges faced by these brands in their various extensions.

<b>063GAPBL4</b>	<b>Managing Advertising Agencies</b>	<b>2 Cr.</b>
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This course covers the tools marketers utilize to establish brand positioning in consumers' minds, fostering a desirable image, product awareness, purchase interest, and loyalty. Students will explore major advertising agencies, understanding their types and operations. As members of an advertising agency, students will gain insights into the inner workings and structure of a full-service marketing communications firm. They will learn to manage accounts for both profit and non-profit organizations, engaging in various small and large projects that offer valuable real-world experience.

<b>063MKSVL3</b>	<b>Services Marketing</b>	<b>2 Cr.</b>
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"The Foundations of Marketing" course is a prerequisite. This course addresses the growing importance of services in global economies, prompting marketing researchers to develop strategies tailored to this sector, particularly as services possess unique characteristics that differentiate them from products. These include intangibility, perishability, inseparability of the production and consumption processes, as well as the concept of "servuction".

<b>063MKTIL5</b>	<b>International Marketing</b>	<b>5 Cr.</b>
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This course introduces the fundamentals of international marketing and the strategies employed by multinational companies to navigate the complexities of expanding their operations in multicultural environments. It builds on prior knowledge in management and marketing by applying these concepts to real-world scenarios where businesses encounter unique challenges, such as multinational competition, unfamiliar consumer behavior, and product positioning influenced by foreign markets. These situations are illustrated through realistic case studies that students can relate to in their professional lives.

<b>063MATFL3</b>	<b>Financial Mathematics</b>	<b>2 Cr.</b>
<p>This required course assists students to master financial calculations for effective contract negotiations, taking into account different financial constraints, making sound investment choices, and accurately analyzing financial graphs for better management.</p> <p>It covers fundamental formulas for simple and compound interest, the calculation of the average rate, the effective rate, and the average maturity of several commercial bills, as well as the comparison of two capital amounts on two different dates, and the construction of an amortization table for loans. This involves selecting investments based on economic profitability.</p>		
<b>063MDPLL4</b>	<b>Media Planning</b>	<b>2 Cr.</b>
<p>This course provides students with insights into developing an effective media plan. It emphasizes selecting appropriate media vehicles and evaluating various mass media options to minimize financial waste. Students will closely examine the decisions and challenges that arise throughout the planning process. Additionally, they will acquire a comprehensive understanding of different media techniques and the factors influencing media decisions. The course also covers the components of a media plan and the implementation of a media schedule.</p>		
<b>063MEDTL4</b>	<b>Mediation</b>	<b>3 Cr.</b>
<p>This course familiarizes students with the concepts and methods of mediation, enhancing their conflict resolution skills, active listening, emotional intelligence, the ability to ask relevant questions and establishing trust. Through these tools, students will learn to communicate effectively, understand and manage their own emotions as well as those of others, actively listen, identify win-win solutions, and generally resolve conflicts they may encounter in their lives.</p> <p>This course covers the following themes: experimental learning, building trust, needs, interests, positions, positive neutrality, impartiality, compromise, reframing issues, validating feelings and emotions, verbal and non-verbal communication and creating a safe environment.</p>		
<b>063MRCHL4</b>	<b>Merchandising</b>	<b>2 Cr.</b>
<p>This course complements the “Distribution Policy” course by focusing on the horizontal approach to distribution, emphasizing the management of a retail outlet’s performance in terms of both sales revenue and profitability. It covers a range of techniques and parameters that enable distributors to maximize their retail space utilization, including trade area, shelf space, product assortment, and point-of-sale materials. Ultimately, the course aims to achieve results that satisfy the three main players in distribution: the producer (by increasing product sales), the distributor (by optimizing profit margins), and the consumer (by creating desire and facilitating purchases).</p>		
<b>063MIECL1</b>	<b>Microeconomics</b>	<b>2 Cr.</b>
<p>This course provides students with essential concepts in microeconomics, focusing on the functioning of markets under perfect competition, various types of elasticity, consumer behavior, production, and a firm’s costs. It aims to engage students in understanding the behaviors of economic agents within a market and allows them to master analytical tools through a combination of practical exercises and theoretical presentations.</p>		
<b>063MDFLM2</b>	<b>Mindfulness Based Stress Reduction</b>	<b>2 Cr.</b>
<p>This course introduces the discipline and techniques of Mindfulness. It aims to modify the automatic thought patterns, enhance awareness, and cultivate non-judgmental observation through activities and training exercises. Mindfulness facilitates improved management of feelings and emotions, fostering awareness for a better lifestyle and sustainable well-being.</p>		
<b>063MSQCL4</b>	<b>Music and Cinema</b>	<b>2 Cr.</b>
<p>This course highlights the significance of music in films. Students will learn how music enhances the impact of every scene, regardless of its atmosphere—be it romantic, dramatic, criminal, social, war-related, or horror. The use of music significantly enhances audience emotions and appreciation of the narrative. They will explore the importance of selecting appropriate music and instruments to underscore the film’s ideas and messages, ensuring compatibility with the scenes. Additionally, they will discover that film composers must possess extensive musical</p>		

knowledge and creativity in style and harmonies. The success of many films can be attributed to their scores, particularly the opening music, and this course will delve into these crucial elements.

<b>063TNEGM2</b>	<b>Negotiation Skills</b>	<b>3 Cr.</b>
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This course explores concepts of communication, negotiation, and strategy to facilitate an understanding of various approaches to conflict resolution. It addresses a wide range of conflicts, from traffic priorities to divorce cases, business conflicts, and labor claims. This course familiarizes students with the methods for diagnosing and evaluating power dynamics in the scenarios presented and in any conflict situation. It emphasizes personal skills as well as the general principles that determine the conflicting motivations of individuals and groups. This course adopts a practical approach enhanced by interventions and role-play exercises.

<b>063TEMBL2</b>	<b>Packaging Techniques</b>	<b>3 Cr.</b>
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This course emphasizes the importance of packaging and labeling as fundamental pillars in product design and sales, aligning with strategic objectives and enhancing consumer experience. To solidify this conceptual learning, students will engage in testing and manipulating various packaging materials through market observations, practical activities, and hands-on exercises. They will design suitable packaging, considering both aesthetics and materials, while proposing innovative solutions that adhere to design standards and branding elements. Students will develop both technical and creative skills, aiming to understand the rationale behind choices for each product category while accounting for factors related to preservation, distribution, and storage.

<b>063THEAL5</b>	<b>Theatrical Performance</b>	<b>2 Cr.</b>
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This course aims to enhance self-confidence and verbal expression skills, fostering advanced interpersonal communication. Students will achieve this through acting training, which includes body and vocal exercises within a group setting. The theatrical activities and group dynamics will help students develop their creativity and self-assurance. This newfound confidence and creativity can then be applied to structuring and delivering both professional and personal speeches and interviews.

<b>063PHRPL6</b>	<b>Reportage Photography and Special Effects</b>	<b>2 Cr.</b>
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This course is designed for Bachelor students in Marketing and Advertising. It aims to familiarize them with the artistic approach to photography and its various applications in photojournalism. This course introduces techniques for creating special effects that enhance product imagery. Students will learn to manipulate images using software tools for image editing and other techniques during the shooting process to maximize the impact of visual storytelling.

<b>063FOPBL3</b>	<b>Advertising Photography</b>	<b>2 Cr.</b>
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This course is designed for Bachelor students in Marketing and Advertising. It introduces the advertising studio and guides students in professional photography, enabling them to effectively communicate in professional environments.

<b>063POLCL3</b>	<b>Integrated Communication Policy</b>	<b>4 Cr.</b>
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This course provides an overview of the functions of integrated communication policy, equipping students with an understanding of how to develop an effective communication plan. This plan involves a combination of communication methods and techniques adopted by the company to convey a coherent message to all target audiences, including customers, suppliers, companies, partners, shareholders, and company personnel. Even if a small business has limited capital and cannot allocate as much budget to advertising as a large corporation, it can still develop a highly effective integrated communication policy.

<b>063POLDL3</b>	<b>Distribution Policy</b>	<b>2 Cr.</b>
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In-Class Hours: 17.5 h

Student Workload: 32.5 h

This course focuses on distribution as a key function in business management, highlighting both its strategic and operational roles. It explores the necessary distribution structures to implement and addresses practical aspects, including commercial logistics, inventory management, and distributor compensation.

**Prerequisite:** The Foundations of Marketing (063MKT1L1)

<b>063MEPXL4</b>	<b>Pricing Policy</b>	<b>3 Cr.</b>
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Aiming to stimulate reflection on the price element of the marketing mix, this course seeks to raise students' awareness of the strategic power of pricing. It adopts a marketing approach rather than an economic one, emphasizing the understanding of consumer market dynamics, business constraints, and decision-making factors.

<b>063POLPL3</b>	<b>Product Policy</b>	<b>3 Cr.</b>
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This course is fundamental to operational marketing, preparing students for the role of a product manager, which is essential in business operations. It consists of three main theoretical parts: the first focuses on product design, potential organization into ranges, and the primary marketing strategies that accompany a product throughout its lifecycle. The second part discusses innovation, its inherent risks, and the steps needed to transform innovation into commercial success. Finally, the third part covers branding, an important element for product identification. This course also includes numerous applications, exercises, and case studies to support the theoretical concepts.

<b>063PREVL5</b>	<b>Sales Forecasting</b>	<b>2 Cr.</b>
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This mandatory course is designed to guide students in organizing their approach to developing sales forecasting models. It focuses on helping them comprehend the objectives of these models, the methodologies involved, and equips them with the skills necessary to interpret, apply, and analyze forecasting results effectively.

It equips students with the necessary skills to:

- Select appropriate characteristics and scenarios for sales forecasts.
- Clearly define the business sector, operational use, and forecasting horizon.
- Make informed decisions to optimize sales.
- Explain commonly used forecasting methods across various sectors.
- Analyze information and quantitative data effectively.

<b>063PJP2L6</b>	<b>Bachelor Degree Final Project II (Field Market Study)</b>	<b>6 Cr.</b>
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This group project (2 to 3 students) is the practical continuation of the "Bachelor Degree Final Project I". It involves conducting an empirical study, typically quantitative, on a chosen marketing theme previously explored theoretically in "Bachelor Degree Final Project I." This project will result in a written thesis of around thirty pages (excluding annexes), and the practical implementation of the solutions presented, which will all be defended.

<b>063PJP1L5</b>	<b>Bachelor Degree Final Project I (Literature Review)</b>	<b>6 Cr.</b>
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This group project (2 to 3 students) consists of completing a practical project or study that adds value to a partner organization. Students will conduct research, possibly including expert interviews, on a communicated theme with the guidance of a project supervisor; choose a specific subject or approach. This project will result in a written thesis of around thirty pages (excluding annexes), and the practical implementation of the solutions presented, which will all be defended.

<b>063PRETL1</b>	<b>Protocol &amp; Etiquette</b>	<b>2 Cr.</b>
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This course is designed for Bachelor students in Hospitality Management.

It focuses on fundamental principles of etiquette, enabling students to face any social and professional situation with self-confidence and integrity.

This adaptable behavioral code fosters respectful interactions, honoring diverse beliefs and traditions. Etiquette is the rule and code governing individual behavior within a society, and plays a crucial role in facilitating human and career development of future professionals.

Protocol is the set of rules and shared codes that ease communication, without being part of the communication itself.

The course covers various applications of etiquette, including:

- Social: Rules that govern etiquette and precedence in official ceremonies
- Diplomatic: Rule of diplomatic etiquette and precedence

This course equips students with comprehensive knowledge of proper manners and behavior, allowing them to master interaction and communication across private, public and professional settings.

<b>063PSYCL4</b>	<b>Psychology</b>	<b>2 Cr.</b>
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This course offers students a comprehensive exploration of diverse topics relevant to both personal and professional contexts, while also illuminating contemporary psychological theories associated with these themes. It is conducted in an interactive format that fosters personal reflection. Each session delves into a different theme, often integrating assessments to enhance self-awareness and engaging in role-playing exercises that emphasize the dynamics of group interaction.

<b>063RDPBL2</b>	<b>Copywriting</b>	<b>2 Cr.</b>
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This course equips students with the skills to understand the evolving role of the copywriter in the digital age, where ideas create value amid intense competition and a more discerning consumer base. As students learn to function as content creators across various digital platforms, they will develop the ability to draft messages that resonate with audiences and meet their expectations. With a focus on slogans, posts, messages, and headlines, students will learn the importance of targeting their communication effectively to deliver content that aligns with the brand's intentions while addressing and anticipating customer needs. By understanding their audience, engaging with them on social media, telling compelling stories, eliciting emotions, and prompting reactions (such as purchases), students will master the art of message writing, which is the foundation of all effective communication.

<b>063TVEGL1</b>	<b>Sales Techniques</b>	<b>2 Cr.</b>
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This course introduces students to their first contact with the working world, often through a sales role. Good salespeople are in high demand by companies, making this training essential. This course equips students with the latest sales techniques and instill a sense of professionalism, transforming the necessary experience of working in sales into a rewarding endeavor. Through this course, students will acquire fundamental skills that will be valuable throughout their careers.

<b>063SEOML6</b>	<b>SEO/SEM</b>	<b>2 Cr.</b>
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This course introduces SEO and SEM. It begins with an introduction to website trends and user behavior in online searches. Students will learn to design campaigns with clear briefs and effective tracking. Additionally, they will use Google Analytics to collect and analyze website audience data.

<b>063RSSCL4</b>	<b>Social Media for Business</b>	<b>2 Cr.</b>
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This course explores the role of social networks in shaping consumer behavior and interaction in today's digital landscape. It covers the integration of smartphones into daily life, highlighting the shift from traditional communication to messaging and social media engagement.

Students will examine the impact of these changes on brands, emphasizing the necessity of maintaining a strong online presence. The course will guide students through best practices for utilizing major social networks effectively. They will also identify different advertising goals, supported by practical examples to illustrate when and how to implement each objective. Additionally, students will learn the significance of storytelling and content creation in differentiating brands on social media.

<b>063SPSTL1</b>	<b>Sport, Health and Well-Being</b>	<b>2 Cr.</b>
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This course emphasizes the importance of physical and sporting activity (PSA) as a determinant of physical and mental health. It addresses the rise of sedentary behavior in modern society, driven by desk jobs, inactive commuting, and digitalization, and highlights how APS plays a crucial role in counteracting these trends. Students



will explore how physical activity is a major determinant of the state of health and well-being of individuals and populations at all ages. Furthermore, physical activity is a source of pleasure and social connection. It contributes to the development of the individual and the preservation of their physical and mental abilities throughout life. This course also covers the official recognition of sports as a “medicine,” in non-pharmacological therapies as outlined in article L. 1172-1 of the Public Health Code.

<b>063SLP1L2</b>	<b>Internship I</b>	<b>6 Cr.</b>
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This internship requires Bachelor students in Marketing and Advertising or in Computer Science for Business to complete a two-month Sales Internship Program. Prerequisite: Selling Techniques.

This internship aims to immerse students in the real-world working environment, enabling them to apply theoretical concepts in practice. This experience is vital for graduates, as it enhances their employability by demonstrating to potential employers that they have acquired practical skills in sales processes, including selling products and services, negotiating, prospecting, and managing various sales floors and merchandising tasks. Additionally, this professional experience allows students to build a valuable network, facilitating access to important companies in the future.

<b>063SLP2L4</b>	<b>Internship II</b>	<b>8 Cr.</b>
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A two-month internship is mandatory for students enrolled in the second year of the Bachelor in Marketing and Advertising. This internship aims to introduce students to key roles (such as product manager, account executive, media planner, events planner, etc.) that their academic training prepares them for, both within distribution companies and leading advertising agencies in the Lebanese market and abroad. This internship also allows students to build a professional network that will be valuable for future access to significant companies. Furthermore, if successful, the internship can lead to a long-term job offer.

<b>063STA1L1</b>	<b>Statistics</b>	<b>4 Cr.</b>
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This course aims to further develop the skills acquired in statistics as well as to increase students’ knowledge of univariate and bivariate descriptive statistics concepts and techniques. It will enable students to summarize and analyze a population or a set of data. By the end of this course, students will master the basic concepts of descriptive statistics, the essential notions of statistical distributions, indices, and the ability to describe correlations that could exist between two statistical variables.

<b>063STLL6</b>	<b>Story Telling</b>	<b>2 Cr.</b>
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This course focuses on understanding a brand’s narrative and utilizing it as a selling tool within marketing and communication strategies.

This course is divided into three parts:


- The first part introduces the concept of storytelling through both theoretical and practical approaches, including a personal storytelling exercise.
- The second part examines the role of storytelling in marketing and communication, analyzing successful brands like Coca-Cola and less effective ones like Elie Saab to understand the impact of their narratives.
- The third part teaches students how to craft a brand story from scratch and adapt communication messages across various elements, including branding, design, merchandising, packaging, and advertising.

<b>063TPRSL3</b>	<b>Presentation Techniques</b>	<b>2 Cr.</b>
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This course provides a comprehensive approach to the tools and techniques necessary for effective public speaking. It focuses on applying appropriate methods for the effective presentation of a commercial product, which involves preparing both the content (structure) and the format (aesthetics of the presentation). Additionally, it covers the application of verbal language (speech parameters and vocal techniques) and non-verbal communication (appearance and gestures).

<b>063WDESL6</b>	<b>Web Design</b>	<b>4 Cr.</b>
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This course addresses website design from a non-technical perspective, focusing on project management, specifically the aspects that articulate the requirements for creating a website (clients, project managers,



marketing teams, etc.). It is designed for students with non-technical backgrounds as well as IT professionals. The primary goal is to help students understand the factors, independent of programming, that can determine the success or failure of a website and, consequently, the achievement of the organization's objectives behind it.

**063WRNEL5**

**Work Ready Now**

**4 Cr.**

This course provides students with an overview of entrepreneurship and its impact on societies, emphasizing that SMEs account for the majority of businesses worldwide, representing about 90% of businesses and more than 50% of employment. Students will gain entrepreneurial thinking by identifying the characteristics of entrepreneurs and assessing whether their skills are suited for entrepreneurship. Additionally, the course will allow them to enhance their soft skills through the Work Ready Now curriculum. They will learn how to identify business opportunities and transform these into a business model canvas.

