

FIELD : BUSINESS AND MANAGEMENT

SPECIALTY: MARKETING - TRADE - SALE

1. OBJECTIVES OF TRAINING

This specialty aims to respond to a need expressed by businesses : surround of commercial equipped, perfectly impregnated with the logic marketing, sensitised on the changing needs of the consumer and oriented toward the development of sales in an environment characterised by the competition.

2. SKILLS SOUGHT AFTER

❖ **General Skills**

- The understanding of the international economy ;
- The mastery of foreign languages, cross cultural ;
- The ability to negotiate ;
- The understanding of the professional environment ;
- The ability to work under pressure ;
- The adaptability.

❖ **Specific Skills**

- Understand strategic logic marketing ;
- Understand the challenges faced by the business in a competitive environment ;
- Understand the determinants of the commercial success of the company ;
- Sell in an affordable manner and cost effective ;
- Lead a sales team toward the achievement of objectives ;
- Animate a point of sale ;
- Do the carry out bench marking to increase sales.

3. OUTLETS

- Facilitator of the sales ;
- Attached to the customership ;
- Sales representative ;
- Responsible for the sales.

4. PROGRAM DURATION

For a period of two years, a set of theoretical and practical courses is administered to students with a view to obtaining a Higher National Diploma (HND) sanctioned by MINESUP.

5. CONDITION FOR ADMISSION

Direct registration on file study :

- A hand written application addressed to the Director of ISTTI ;
- A complete registration form available on campus ;
- A photocopy of birth certificate ;
- A photocopy of A/L certificate ;
- Registration fees : 35,000 FCFA ;
- File study fees : free of charge ;
- Annual medical coverage : 5,000 F CFA.

6. PEDAGOGICAL APPROACH

- Lectures ;
- Practical work and personal work ;
- Immersion courses in the professions accompanied by a teaching body and company executives.

7. EVALUATION TECHNIQUES

- Continuous monitoring for each lecture ;
- An exam session (oral or written) at the end of each semester organised according to the subjects registered for the semester ;
- Writing of an internship report defended in front of a jury at the end of the cycle ;
- National HND exam.

8. ORGANISATION OF TEACHINGS

SEMESTER 1

Code	Course title	Number of credits
MTS111	Mathematics and Computer Science I	5
MTS112	Quantitative techniques	4
MTS113	Marketing Environmental I	4
MTS114	Marketing mix I	4
MTS115	Marketing tools I	4
MTS116	Marketing strategy I	6
MTS117	Bilingual training I and economic environment I	3
Total		30

SEMESTER 2

Code	Course title	Number of credits
MTS121	Mathematics and Computing II	4
MTS122	Mathematics and accounting	5
MTS123	Marketing Environment II	4
MTS124	Marketing mix II	4
MTS125	Marketing Tools II	5
MTS126	Marketing strategy and approaches II	5
MTS 127	Bilingual Training II and Economic Environment II	3
Total		30

SEMESTER 3

Code	Course title	Number of credits
MTS231	Quantitative techniques and computer skills I	5
MTS232	Accounting and Information System I	4
MTS233	Marketing Management I	3
MTS234	Marketing Environment III	3
MTS235	Marketing Tools III and IV	6
MTS236	The work of synthesis and sale Policy I	6
MTS237	Legal environment and civic education I	3
Total		30

SEMESTER 4

Code	Course title	Number of credits
MTS241	Quantitative techniques and computing II	5
MTS242	Accounting and Information System II	4
MTS243	Marketing Management II	3
MTS244	Environmental Marketing IV	3
MTS245	The work of synthesis and sales policy II	6
MTS246	Professional internship	6
MTS247	Legal environment and civic education II	3
Total		30