

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 |