

REPUBLIQUE DU CAMEROUN
Paix – Travail – Patrie

INSTITUT UNIVERSITAIRE BENGONO
TOURE GENEVIEVE
Scientiarum - Excellentiam - Nobel



REPUBLIC OF CAMEROON
Peace-Work-Fatherland

THE BENGONO TOURE GENEVIEVE
UNIVERSITY INSTITUTE
SCIENTIARUM – EXCELLENTIAM – NOBEL

INSTITUT SUPERIEUR DES SCIENCES DE L'INGENIEUR, DES INDUSTRIES ET DE L'INNOVATION
THE HIGHER INSTITUTE OF ENGINEERING SCIENCES, INDUSTRIES AND INNOVATION

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MASTER'S IN MARKETING

CODES	MASTER ONE /COURSE NAMES	CREDIT
MBAM11	Research methods	4
MBAM12	Entrepreneurship and development	4
MBAM13	Communication skills	4
MBAM14	Developing the Marketing Plan	4
MBAM15	Financial Management	4
MBAM17	Human Resource Management	3
MBAM18	Business Law	3
MBAM19	Strategic Management	3
MBAM20	Computer application	3
MBAM21	Economics for Markets	4
MBAM22	Quantitative Analysis for Marketing Decision Making	4
MBAM23	Digital Marketing Strategy	5
MBAM24	Selling Strategy: Promotions, Persuasion and Public Relations	5
MBAM25	Organizational Behavior	5
MBAM26	Filling the Marketing Toolbox	5
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	MASTER TWO	
MBAM27	Global Marketing	3
MBAM28	Marketing Communication	3
MBAM30	Ethical Marketing	3
MBAM31	Business Fundamentals for Marketers	3
MBAM32	Statistics for Marketing	3
MBAM33	Advertising and Social Media	3
MBAM34	New Product Development	3
MBAM36	Industrial Immersion	3
MBAM37	Consumer Insights for Marketing Decision Making	3
MBAM38	Pricing Strategies	3
MBAM43	Internship	10
MBAM44	Thesis	20
		60