

Abstract

The current study aims to seek a better understanding the relationship between the internal marketing and organizational learning, by building an applicable model, consisting of two main variable representing in internal marketing mix elements (internal product, internal price, internal promotion) and organizational learning with its dimensions represented in the stages of its operation according to Huber model.

In order to achieve this ,It is designed a questionnaire consists ,of a 35 statement questionnaire ,distributed to a sample of the Sounatrak Directorate of Maintenance – Biskra - ,based on a random sample of 70 frames from the original community of 95 frames ,and retrieved in its entirety, was susceptible to statistical analysis using the Spss.v20 program. One of the most important findings is that the Directorate of the study applied a practice that there are elements of the internal marketing mix is implied, not deliberate and targeted to achieve the objectives of the internal market, paying an average organizational learning, this from the viewpoint of the respondents, as well as a sign of internal market and every dimension of the organizational learning, and there was no statistically significant differences in the responses of respondents about changing the internal marketing attributed to variables (age, academic qualifications, experience), while there are differences in terms of gender for organizational learning the results showed no statistically significant differences in the responses of respondents on organizational learning attributed to variables (sex, age, academic qualifications), while there are differences on the level of (experience).

According to the results, it was a series of recommendations to supplement school supplies for the purpose of taking advantage of it.

Keywords: Internal Marketing, Internal Marketing Mix, organizational learning, a learning organization.

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