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| 5.0 credits | 30.0 h | 2q |
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| Teacher(s) : | Jeandrain Anne-Cécile ; |
| Language : | Anglais |
| Place of the course | Louvain-la-Neuve |
| Main themes : | Specific behavior on Internet, Communities and viral marketing, e-business strategies, Internet market research, market places, e-Pricing, e-Advertising |
| Aims : | Include the Internet factor in a marketing process. <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i> |
| Content : | Summary, content and methods " Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities X Lectures X Exercices/PT At home activities X Readings to prepare the lecture X Exercices to prepare the lecture X E-learning X Paper work |
| Other infos : | Prerequisites Basic Marketing Evaluation : Case studies preparation (group and/or individual) Support : Textbook recommended and slides & cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Internationalisation X international content X international case study Corporate features X case study |
| Cycle and year of study : | > Master [120] in Management > Master of arts in Business engineering |
| Faculty or entity in charge: | CLSM |