MGEST1220

2015-2016

Marketing

5.0 credits	45.0 h + 20.0 h	1q

Teacher(s) :	Pecheux Claude ;
Language :	Français
Place of the course	Mons
Prerequisites :	*The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.*
Main themes :	
Aims :	*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".*
Faculty or entity in charge:	BLSM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Bachelor in Business Engineering	INGM1BA	5	-	
Bachelor in Management	GESM1BA	5	-	
Bachelor in Human and Social Sciences	HUSM1BA	5	MECON1104	
Bachelor in Information and Communication	COMM1BA	5	-	
Bachelor in Political Sciences: General	SPOM1BA	5	-	