





In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits

30.0 h + 10.0 h

Q1

Teacher(s)	Vas Alain ;
Language :	French
Place of the course	Mons
Aims	<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>
Bibliography	<ul style="list-style-type: none"> <li>• AAKER D.A. (2004), Strategic Market Management, 7th ed., Wiley.</li> <li>• HOOLEY G., SAUNDERS J., PIERCY N. (2004), Marketing Strategy and Competitive Positioning, 3rd ed., Prentice-Hall.</li> <li>• PORTER M. (2004), Competitive Strategy, 2nd ed., Free Press.</li> </ul>
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	<a href="#">GESM2M1</a>	5		
Bachelor in Management	<a href="#">GESM1BA</a>	5		
Bachelor in Information and Communication	<a href="#">COMM1BA</a>	5		
Bachelor in Human and Social Sciences	<a href="#">HUSM1BA</a>	5		
Master [120] in Management	<a href="#">GESM2M</a>	5		