


Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

6 credits	30.0 h	Q2
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Teacher(s)	Charry Karine ;Hazée Simon ;
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	- Evrard Y. et al. (2009), Market : fondements et méthodes des recherches en Marketing, Editions Dunod. - Malhotra N. (2007), Etudes Marketing avec SPSS, Pearson Education.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management (shift schedule)	GEHM2M	6		
Master [60] in Management (shift schedule)	GEHM2M1	6		