



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).

5 credits	30.0 h + 10.0 h	Q1
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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
Bachelor in Information and Communication	COMM1BA	5		
Bachelor in Management	GESM1BA	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		