

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	45.0 h + 20.0 h	Q1
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Teacher(s)	Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Aims	<p><b>Competencies</b></p> <p>Given the « competencies referential » linked to the LSM Bachelor in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <p>1      • 2. Knowledge and reasoning</p> <p><b>Learning outcomes</b></p> <p>At the end of this course, the student will be able to master the fundamental concepts of both strategic and operational marketing.</p> <p>-----</p> <p><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></p>
Bibliography	<p>- ARMSTRONG G., KOTLER P., LE NAGARD-ASSAYAG E., LARDINOIT T., BUTORI R., DION D. et OBLE F. (2017), Principes de Marketing, 13ème édition, Pearson Education.</p> <p>- KOTLER P., KELLER K., MANCEAU D., et HEMONNET A. (2019), Marketing Management, 16ème édition, Pearson Education.</p> <p>- LAMBIN J.J., DE MOERLOOSE C. (2016), Marketing stratégique et opérationnel : la démarche marketing dans l'économie numérique, 9ème édition, DUNOD.</p>
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		