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| 6.00 credits | 30.0 h | Q1 |
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|-----------------------------|---|
| Teacher(s) | Charry Karine ;Hazée Simon ; |
| Language : | French |
| Place of the course | Mons |
| Learning outcomes | |
| 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 | Learning outcomes |
| Master [60] in Management (shift schedule) | GEHM2M1 | 6 | |  |
| Master [120] in Management (shift schedule) | GEHM2M | 6 | |  |