



5.00 credits

30.0 h + 10.0 h

Q1

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

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMM1BA	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		
Bachelor in Management	GESM1BA	5		