

5.00 credits

30.0 h + 10.0 h

Q1

Teacher(s)	Masset Julie (compensates Poncin Ingrid) ;Poncin Ingrid ;
Language :	French
Place of the course	Mons
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	
Bibliography	MALHOTRA, N. Études marketing, 6e édition, Pearson JOLIBERT A., DELACROIX E., MONNOT E., et JOURDAN P. (2020), Marketing Research : Méthodes de recherche et d'études en marketing (ouvrage collectif), 2ème édition, Dunod
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Management	GESM1BA	5	MGEST1108	