

5.00 credits

45.0 h + 20.0 h

Q1

Teacher(s)	Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <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>
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	Learning outcomes
Master [60] in Management	<a href="#">GESM2M1</a>	5		