

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"> <li>• AAKER D.A. (2004), Strategic Market Management, 7th ed., Wiley.</li> <li>• HOOLEY G., SAUNDERS J., PIERCY N. (2004), Marketing Strategy and Competitive Positioning, 3rd ed., Prentice-Hall.</li> <li>• PORTER M. (2004), Competitive Strategy, 2nd ed., Free Press.</li> </ul>
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		