

5.00 credits

30.0 h + 10.0 h

Q1

Teacher(s)	de Moerloose Chantal ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	
Learning outcomes	
Bibliography	LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2021). <i>Le Marketing Stratégique et Opérationnel</i> . 10° éd. Dunod.
Other infos	This course is taught in french. Please consult the french version of the course description.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management	GEST2M1	5		