

5.00 credits

30.0 h

Q1

**This biannual learning is being organized in 2022-2023**

Teacher(s)	Masset Julie ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Bibliography	Kotler, Ph., Keller, K., & Manceau, D. 15ème ou 16ème édition. Marketing Management. Paris : Pearson Education.
Other infos	This course is taught in french. Please consult the <a href="#">french version</a> of the course description.
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 (shift schedule)	GEHD2M1	5		