UCLouvain

bcomu2104

2023

Business models in the field of social and collaborative media

5.00 credits	30.0 h	Q1

Teacher(s)	Gautier Axel ;
Language :	French
Place of the course	Bruxelles Saint-Louis
Learning outcomes	
Bibliography	Arvidsson, A. (2005). Brands: A critical perspective. Journal of Consumer Culture, 5(2), 235–258. https://doi.org/10.1177/1469540505053093 Ballon, P. (2007). Business modelling revisited: the configuration of control and value. Info, 9(5), 6–19.
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Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication Strategy and Digital Culture (shift schedule)	COMB2M	5		🔍