

5.00 credits

30.0 h + 10.0 h

Q2

Teacher(s)	Lambert Nicolas ;
Language :	French
Place of the course	Charleroi
Learning outcomes	
Bibliography	Ouvrages de référence (achat non obligatoire): Lambin / de Moerloose - Marketing Stratégique et opérationnel - Dunod - 2021 Lambert - Le marketing peut-il sauver le monde - Racine - 2023
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management (shift schedule)	GEHC2M1	5		