



5.00 credits

30.0 h

Q2

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|-----------------------------|---|
| Teacher(s) | Charry Karine ;Hazée Simon ;Masset Julie (compensates Charry Karine) ; |
| Language : | French |
| Place of the course | Charleroi |
| Prerequisites | Basic notions of marketing |
| Learning outcomes | |
| Bibliography | - Evrard Y. et al. (2009), Market : fondements et méthodes des recherches en Marketing, Editions Dunod. - Malhotra N. (2007), Etudes Marketing avec SPSS, Pearson Education. |
| Faculty or entity in charge | CLSM |

| Programmes containing this learning unit (UE) | | | | |
|--|-------------------------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Management (shift schedule) | GEHC2M | 5 | |  |
| Master [60] in Management (shift schedule) | GEHC2M1 | 5 | |  |