





5 credits	30.0 h	Q1
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Teacher(s)	Colin Karl ;Hermans Julie ;
Language :	French
Place of the course	Mons
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Bibliography	<p><b>Support de cours :</b> Slides de cours et portfolio de lectures</p> <p><b>Références bibliographiques recommandées, lectures conseillées :</b></p> <ul style="list-style-type: none"> <li>• Commission Européenne (2015), Rapport sur « La transformation digitale des entreprises et industries européennes » (voir <a href="http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8189&amp;lang=fr">http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8189&amp;lang=fr</a>)</li> <li>• Rissoan R. (2016) Réseaux sociaux - Comprendre et maîtriser ces nouveaux outils de communication (5e édition) Edition ENI.</li> <li>• Chaffey D., Ellis-Chadwick F., Isaac H., Volle P. Mercanti-Guérin M. (2014) Marketing digital (5e édition) Edition PEARSON.</li> </ul>
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [120] in Business Engineering	<a href="#">INGE2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Business Engineering	<a href="#">INGM2M</a>	5		
Master [120] in Communication	<a href="#">COMM2M</a>	5		