


Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

|           |                 |    |
|-----------|-----------------|----|
| 5 credits | 30.0 h + 10.0 h | Q1 |
|-----------|-----------------|----|

|                             |                                                                                                                                                                                                                                                          |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Teacher(s)                  | Masset Julie (compensates Poncin Ingrid) ;Poncin Ingrid ;                                                                                                                                                                                                |
| Language :                  | French                                                                                                                                                                                                                                                   |
| Place of the course         | Mons                                                                                                                                                                                                                                                     |
| Prerequisites               | <i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>                                                                           |
| 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                | MALHOTRA, N. Études marketing, 6e édition, Pearson<br>JOLIBERT A., DELACROIX E., MONNOT E., et JOURDAN P. (2020), Marketing Research : Méthodes de recherche et d'études en marketing (ouvrage collectif), 2ème édition, Dunod                           |
| Faculty or entity in charge | CLSM                                                                                                                                                                                                                                                     |

| <b>Programmes containing this learning unit (UE)</b> |                         |         |                           |                                                                                     |
|------------------------------------------------------|-------------------------|---------|---------------------------|-------------------------------------------------------------------------------------|
| Program title                                        | Acronym                 | Credits | Prerequisite              | Aims                                                                                |
| Bachelor in Management                               | <a href="#">GESM1BA</a> | 5       | <a href="#">MGEST1220</a> |  |