

5.00 credits

30.0 h

Q1

**This biannual learning unit is not being organized in 2023-2024 !**

Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Bibliography	Kotler, Ph., Keller, K., & Manceau, D. 15ème ou 16ème édition. Marketing Management. Paris : Pearson Education.
Other infos	This course is taught in french. Please consult the french version of the course description.
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)	GEHD2M1	5		