


5.00 credits

30.0 h

Q2

Teacher(s)	Renard Damien ;Vachaudes Aurélie (compensates Renard Damien) ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Bibliography	Gallic, C., & Marrone, R. (2023). Le Grand Livre du Marketing digital-3e éd. Dunod.
Faculty or entity in charge	COMU

**Programmes containing this learning unit (UE)**

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [60] in Management	<a href="#">GEST2M1</a>	5		