


The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

5.00 credits	30.0 h	Q2
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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		