

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	15.0 h	Q2
--------------	--------	----

Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	<p>Ressources intéressantes à consulter dans le cadre du cours mais non obligatoires :</p> <ul style="list-style-type: none"> <li>• Libaert, T. (2017). Le plan de communication-5e éd.: Définir et organiser votre stratégie de communication. Dunod.</li> <li>• Kotler P., Keller K., Manceau D., et Hemonnet-Goujot A. (2019), Marketing Management, 16e édition, Pearson France.</li> </ul>
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	COMM2M	5		