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5.00 credits	15.0 h	Q2
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Teacher(s)	Cazan Alexandra ;
Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	Ressources intéressantes à consulter dans le cadre du cours mais non obligatoires : <ul style="list-style-type: none"> • Libaert, T. (2017). Le plan de communication-5e éd.: Définir et organiser votre stratégie de communication. Dunod. • Kotler P., Keller K., Manceau D., et Hemonnet-Goujot A. (2019), Marketing Management, 16e édition, Pearson France.
Faculty or entity in charge	COMU

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