


5.00 credits

30.0 h

Q2

Teacher(s)	Charry Karine ;Hazée Simon ;
Language :	French
Place of the course	Charleroi
Prerequisites	Basic notions of marketing
Learning outcomes	
Bibliography	<p><i>Livres (lectures recommandées) :</i></p> <ul style="list-style-type: none"> • Evrard Y. et al. (2009), Market : fondements et méthodes des recherches en Marketing, Editions Dunod. • Malhotra N. (2007), Etudes Marketing avec SPSS, Pearson Education.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management (shift schedule)	GEHC2M	5		
Master [60] in Management (shift schedule)	GEHC2M1	5		