


5.00 credits	30.0 h	Q1
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Teacher(s)	Charry Karine ;Claeys Pauline ;
Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	- 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

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management (shift schedule)	GEHM2M1	5		
Master [120] in Management (shift schedule)	GEHM2M	5		