

**At Mons - 120 credits - 2 years - Day schedule - In English**

Dissertation/Graduation Project : **YES** - Internship : **YES**

Activities in English: **YES** - Activities in other languages :





**GESA2M - Teaching profile**

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**PROFESSIONAL FOCUS: DIGITAL ENTERPRISE TRANSFORMATION**  
**[30.0]**

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- Mandatory
  - ✘ Optional
  - △ Not offered in 2024-2025
  - ⊙ Not offered in 2024-2025 but offered the following year
  - ⊕ Offered in 2024-2025 but not the following year
  - △ ⊕ Not offered in 2024-2025 or the following year
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## OPTION MARKETING DECISION (MONS) [15.0]

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- Mandatory
- ⊗ Optional
- △ Not offered in 2024-2025
- ⊖ Not offered in 2024-2025 but offered the following year
- ⊕ Offered in 2024-2025 but not the following year
- △ ⊕ Not offered in 2024-2025 or the following year
- Activity with requisites
- ⊗ Open to incoming exchange students
- ⊗ Not open to incoming exchange students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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[Click on the course title to see detailed informations \(objectives, methods, evaluation...\)](#)

*In partnership with BASF.*

*This option is not available to students who have followed the major Tactical & Digital Marketing Decisions.*

Year

1 2

### ○ Content:

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○ MLSMM2131

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- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫🌐 Not open to incoming exchange students

[FR]

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## GESA2M - Information

### Access Requirements

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*Master course admission requirements are defined by the French Community of Belgium Decree of 7 November 2013 defining the higher education landscape and the academic organisation of courses.*

*General and specific admission requirements for this programme must be satisfied at the time of enrolling at the university.*

*Unless explicitly mentioned, the bachelor's, master's and licentiate degrees listed in this table or on this page are to be understood as those issued by an institution of the French, Flemish or German-speaking Community, or by the Royal Military Academy.*

Other UCLouvain bachelor degrees

Meet the [general and specific requirements](#).

[Access based on application](#)

If the general and specific requirements are met, application-based enrolment is possible with a maximum of 60 crédits supplementary classes > [Online enrolment](#)

BA en gestion hôtelière - crédits supplémentaires entre 45 et 60  
 BA en immobilier - crédits supplémentaires entre 45 et 60  
 BA en informatique de gestion - crédits supplémentaires entre 45 et 60  
 BA en informatique, orientation développement d'applications - crédits supplémentaires entre 45 et 60  
 BA en international business - crédits supplémentaires entre 45 et 60  
 BA en management de la logistique - crédits supplémentaires entre 45 et 60  
 BA en management du tourisme et des loisirs - crédits supplémentaires entre 45 et 60  
 BA en marketing - crédits supplémentaires entre 45 et 60  
 BA en relations publiques - crédits supplémentaires entre 45 et 60  
 BA en sales account manager - crédits supplémentaires entre 45 et 60  
 BA en sciences administratives et gestion publique - crédits supplémentaires entre 45 et 60  
 BA en vente - crédits supplémentaires entre 45 et 60

### Holders of a 2nd cycle University degree

Diploma	Special Requirements	Access	Remarks
<b>"Licenciés"</b>			
Belgian Licence in Economics Belgian Licence in Management Belgian Licence in Applied Economics Belgian Licence in Business Engineering	Meet the <a href="#">general and specific access requirements</a> .	<a href="#">Access based on application</a>	Composition of the programme to be determined according to the student's background and specialization needs. Possibility of possible valuation of credits.  If general and specific requirements are met > possibility of access on file with the possible addition of a maximum of 60 additional credits into the master's programme > <a href="#">Submit a UCLouvain online access request</a>
<b>Masters</b>			
Belgian Master 60 credits in Management		Direct access	Possibility of valuation of max. 45 credits.
Belgian Master 60 credits in Economics	Meet the <a href="#">general and specific access requirements</a>	<a href="#">Access based on application</a>	Composition of the programme to be determined according to the student's background and specialization needs. Possibility of possible valuation of credits.  If general and specific requirements are met > possibility of access on file with the possible addition of a maximum of 60 additional credits into the master's programme > <a href="#">submit a UCLouvain online access request</a>
Any other Belgian Master's	Meet the <a href="#">general and specific access requirements</a>	<a href="#">Access based on application</a>	If general and specific requirements are met > possibility of access on file with the possible addition of a maximum of 60 additional credits into the master's programme > submit a UCLouvain online access request
Non-Belgian Master's university degree issued by a recognized academic institution	Meet the <a href="#">general and specific access requirements</a>	<a href="#">Access based on application</a>	Composition of the programme to be determined according to the student's background and

specialization needs. Possibility of possible valuation of credits.

If general and specific requirements are met > [submit a UCLouvain online access request](#)

## Holders of a non-University 2nd cycle degree

Degrees and titles corresponding to 2nd cycle non-university degrees do not allow access to the programme.

## Access based on validation of professional experience

> It is possible, under certain conditions, to use one's personal and professional experience to enter a university course without having the required qualifications. However, validation of prior experience does not automatically apply to all courses. Find out more about [Validation of priori experience](#).

(with the exception of specialized masters).

For professionals who wish to acquire basic training in management sciences, consult





Faculty

Structure entity

Denomination

SSH/LSM GESAM: M0007 0 9683nagement

Louvain School of Management

