

Marketing strategy



ECTS
3 crédits



Composante
Institut
universitaire de
technologie de
Valence (IUT
Valence)



Volume horaire
15h



Période de
l'année
Printemps (janv.
à avril/mai)

- **Langue(s) d'enseignement:** Anglais
- **Ouvert aux étudiants en échange:** Oui
- **Code d'export Apogée:** LY2BR401

Présentation

Description

The fundamental objective of this course is to provide students with an understanding of the practical aspects of marketing management. This integrative course allows you marketing theories and concepts to "real world" situations. The fundamental objective of this course is to provide students with an understanding of the practical aspects of marketing management. This integrative course allows you marketing theories and concepts to "real world" situations.

Période : Semestre 4

Infos pratiques

Campus

- Valence - Briffaut