COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Students will learn a wide range of research topics of interest in marketing. For example:

- Customer Relationship Management (CRM)
- Business analytics and marketing planning
- Planning marketing strategies and tactics.
- New trends in consumer behavior

DESCRIPTION OF CONTENTS: PROGRAMME

TBA, the specific topics covered in this subject may change from one year to another

% end-of-term-examination: 60
% of continuous assessment (assignments, laboratory, practicals...): 40