

Human and Social Sciences

Le marketing BtoB ou la science de l'adaptation de l'entreprise au marché

IDENTIFICATION

CODE : HU-SHS-OPTION52-S1
ECTS : 2.0

HOURS

Lectures :	0.0 h
Seminars :	20.0 h
Laboratory :	0.0 h
Project :	0.0 h
Teacher-student contact :	20.0 h
Personal work :	20.0 h
Total :	40.0 h

ASSESSMENT METHOD

TEACHING AIDS

TEACHING LANGUAGE

French

CONTACT

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