

# EM054M5WB2

## Program

**PGE**  
PGE 2A - MARKETING & RELATION CLIENT

## UE

Sales and Key account management

## Semester

B

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

MICHEL KLEIN



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## List of lecturers

No lecturers for this course.

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### **Pedagogical contribution of the course to the program**

No educational contribution associated with this course for this program.

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## Description

No Description

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## Teaching methods

### Face-to-face

No items in this list have been checked.

### In group

No items in this list have been checked.

### Interaction

No items in this list have been checked.

### Others

No items in this list have been checked.

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to  
**None cognitive domain have been associated with this course yet**

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### Affective domain

Upon completion of this course, students should be able to  
**None affective domain have been associated with this course yet**

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## Outline

No outline has been provided.

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## No prerequisite has been provided

Knowledge in / Key concepts to master

No prerequisite has been provided.

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## Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

No items in this list have been checked.

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

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## Recommended reading

Main reading material

No reading material has been provided.

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Additional literature

No reading material has been provided.

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EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

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## **Assessment**

### **List of assessment methods**

No assessment methods have been attributed to this course yet.