EXECUTIVE CERTIFICAT



MARKETING DIGITAL & GESTION DE LA MARQUE

3 MOIS – 24 SOIRÉES ET 6 SAMEDIS (2 SOIRÉES/SEMAINE)

INSCRIPTION EN LIGNE

DU 21 JUIN AU 22 OCTOBRE 2022

Diplôme de HEC Rabat conférant le grade de Master

La Marque E Eacutedition Gestion

Georges Lewi, Jérôme Lacoeuilhe

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veloppements dans ce domaine et des id es d'application en entreprise Memento Gestion stratégique de la marque
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complet sur la r flexion et la gestion d'une marque qui traite en profondeur les notions de e branding et de er putation Un
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