

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

Véronique Boulocher



La Marque E Eacutedition Gestion:

Branding Management Georges Lewi, Jérôme Lacœuilhe, 2014-04-04 Un ouvrage complet sur la r flexion et la gestion d une marque qui traite en profondeur les notions de e branding et de e r putation Un support de cours modulaire et complet qui peut tre utilis sur 1 ou 2 ann es

Branding management : branding et e-branding : la marque, de l'idée à l'action Georges Lewi, Jérôme Lacoœuilhe, 2012 Approche globale de la marque marketing communication s miologie design sociologie psychologie offrant une synth se sur la recherche de sa gestion et les pratiques en entreprise Avec des exemples s appuyant sur les derniers d veloppements dans ce domaine et des id es d application en entreprise Memento

Gestion stratégique de la marque Vincent Uhlmann, Ghislaine Cestre, 1999

Gestion de la marque locale et internationale Véronique Boulocher, 2002

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