

**RSAEM**

RESEARCH SEMINAR IN APPLIED  
ECONOMICS AND MANAGEMENT

**NICOLAS KERVYN**

(UCLOUVAIN, BE)

**DIGITAL TRANSITION OF CASE  
STUDY PREPARATION IN AN  
INTRODUCTORY MARKETING  
COURSE**

**JANUARY 18TH, 2024**

**NEW ! FROM 12.15 PM TO 13.45 PM**  
**ON-SITE R42.2.113 AND ON TEAMS\***

\*IF YOU WISH TO ASSIST TO OUR RSAEM, PLEASE SEND  
AN EMAIL TO [HELENE.BERTAUX@ULB.BE](mailto:HELENE.BERTAUX@ULB.BE)



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