

Course: Operational Marketing

credits: 5

Course code	CEMB19OMK	Modes of delivery	Lecture
Name	Operational Marketing	Assessments	Operational Marketing - Computer, organised by STAD examinations
Study year	2026-2027		
ECTS credits	5		
Language	Dutch, with parts in English		
Coordinator	H.J. Pijbes		

Learning outcomes*No content available***Content***No content available***Included in programme(s)**

Marketing

School(s)

Entrepreneurship, Communication & Marketing