

Marketing

Programme

EC

Year 2 Marketing

60

□ Block 5: Services Marketing	15
▫ CELH0WEA5 - Work Activities 5	4
▫ CELH0STB5 - Academic Counselling 5	1
▫ CELB16ALO5 - Services Marketing Action Learning	4
▫ CELB16FMA - Financial Management	2
▫ CELB18HRM - Human Resource Management	2
▫ CELH0ENG3 - English 3	2
□ Block 6: Sales Management	15
▫ CELH0WEA6 - Work Activities 6	4
▫ CELH0STB6 - Academic Counselling 6	1
▫ CELH0ALO6 - Sales Management Action Learning	4
▫ CELB17RHT - Law	2
▫ CELH0SAL - Sales Conversation	2
▫ CELH0ENG4 - English 4	2
□ Block 7: Product Development and Project Management	15
▫ CELH0WEA7 - Work Activities 7	4
▫ CELH0STB7 - Academic Counselling 7	1
▫ CELB16ALO7 - Product Development and Project Management Action Learning	5
▫ CELB16MOZ - Market Research	3
▫ CELB14ENG5 - English 5	2
□ Block 8: Market Research 1	15
▫ CELH0WEA8 - Work Activities 8	4
▫ CELH0STB8 - Academic Counselling 8	1
▫ CELB14ALO8 - Research Plan Action Learning	4
▫ CELH3STA - Statistics with SPSS	4
▫ CELH0CON - Consumer Behaviour	2

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