

Marketing

Programme

EC

Year 3 Marketing

60

□ Block 9: Market Research 2

15

- CELH0WEA9 - Work Activities 9 4
- CELH0STB9 - Academic Counselling 9 1
- CELB15ALO9 - Effectuation Market Research Action Learning 4
- CELH0OND - Research Methods 2
- CELH3ONL1 - Online Marketing 1 2
- CELB19MKC - Marketing Communication 2

□ Block 10: Strategic Marketing 1

15

- CELH0WEA10 - Work Activities 10 4
- CELH0STB10 - Academic Counselling 10 1
- CELB19ALO10 - Strategic Marketing 1 - Action Learning 5
- CELB19ONL2 - Online Marketing 2 4
- CELB15ENG6 - English 6 1

□ Block 11: Strategic Marketing 2

15

- CELH0WEA11 - Work Activities 11 4
- CELH0STB11 - Academic Counselling 11 1
- CELB16ALO11 - Strategic Marketing 2 - Action Learning 4
- CELB16STR2 - Strategic Marketing 2 2
- CELH3EXP - Export Plan 2
- CELH3IMK - International Marketing 2

□ Block 12: Management Control en Accountability

15

- CELH0WEA12 - Work Activities 12 4
- CELH0STB12 - Academic Counselling 12 1
- CELB15ALO12 - Management Control - Action Learning 4
- CELH1MAC - Management Control and Accountability 4
- CELB15ENG7 - English 7 2