

## Marketing

### Programme

EC

#### Year 4 Marketing

60

□ Block 13: Strategic Analysis	15
▫ CELB16VAM - Change Management	5
▫ CELB16PVA - Plan of Approach	5
▫ CELB16UOZ - Implementation Research	5
□ Block 14: Consulting and Implementation	15
▫ CELB16AEO - Analysis and Options	6
▫ CELB16AEI - Advice and Implementation	6
▫ CELB16ELP - Evaluation Plan	3
□ Block 15 and 16: Graduation	30
▫ CELB16AO - Graduation Project	29
▫ CELB19EPF - Final Portfolio	1