

Marketing Major Digital Marketing

Programme	EC
Year 1 Marketing Major DIM	60
□ Block 1: Market Orientation	15
▫ MMVP15IOP1 - Integral Assignment 1 - Project (MKT/Research)	3
▫ CEVP20PPG1 - Personal and professional growth 1	2
▫ CEVP19MKT1 - Market Orientation - Marketing 1	2
▫ MMVP15AEC - Market Orientation - Economics	2
▫ CEVP20BCN1 - Business Communication Dutch 1	2
▫ CEVP20ENG1 - English 1	1
▫ CEVP20MAJ - Major Orientation	3
□ Block 2: The Market Focused Organization	15
▫ CEVP20IOP2 - Integral Assignment 2	5
▫ CEVP20PPG2 - Personal and professional growth 2	3
▫ CEVP19MOR - Marketing 2 and Organisational Behaviour	4
▫ CEVP20BCN2 - Business Communication Dutch 2	1
▫ CEVP20ENG2 - English 2	2
□ Block 3: Marketing Strategy	15
▫ CEVP20IOP3 - Integral Assignment 3	4
▫ CEVP20PPG3 - Personal and professional growth 3	4
▫ CEVP19MKT3 - Marketing Strategy - Marketing 3	2
▫ MMVP15BEC1 - Marketing Strategy - Finance & Accounting 1	2
▫ CEVP20BCN3 - Business Communication Dutch 3	1
▫ CEVP19ENG3 - English 3 (incl. ENG/ENVA)	2
□ Block 4: Introduction Digital Marketing (Operational)	15
▫ CEVP19DIMIDM - Introduction Digital Marketing	2
▫ CEVP19DIMDMM - Digital Marketing Mix	2
▫ CEVP19DIMWAN - Webanalytics	2
▫ CEVP19DIMECT - E-commerce Tooling	3
▫ CEVP19ENG4 - English 4	2
▫ CEVP20PPG4 - Personal and professional growth 4	4