

Marketing Major Johan Cruyff Academy

| Programme | EC |
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| Year 1 Marketing Major JCA | 60 |
| □ Block 1: Market Orientation | 15 |
| ▫ CEVP20JCAONZ1 - Learning Line Research 1 | 5 |
| ▫ CEVP20JCAMKT1 - Learning Line Marketing 1 | 5 |
| ▫ CEVP20JCAPSG1 - Learning Line Personal Growth 1 | 5 |
| □ Block 2: The Market Focused Organization | 15 |
| ▫ CEVP20JCAONZ2 - Learning Line Research 2 | 5 |
| ▫ CEVP20JCAMKT2 - Learning Line Marketing 2 | 5 |
| ▫ CEVP20JCAPSG2 - Learning Line Personal Growth 2 | 5 |
| □ Block 3: Marketing Strategy | 15 |
| ▫ CEVP20JCAONZ3 - Learning Line Research 3 | 5 |
| ▫ CEVP20JCAMKT3 - Learning Line Marketing 3 | 5 |
| ▫ CEVP20JCAPSG3 - Learning Line Personal Growth 3 | 5 |
| □ Block 4: Customer Contact (operational) | 15 |
| ▫ CEVP20JCAONZ4 - Learning Line Research 4 | 5 |
| ▫ CEVP20JCAMKT4 - Learning Line Marketing 4 | 5 |
| ▫ CEVP20JCAPSG4 - Learning Line Personal Growth 4 | 5 |