

Marketing Management Exchange Programme Semester 2 (Spring)

Programme

	EC
Semester 2 Exchange Students	25
□ Block: Marketing Planning	13
▫ CIVB20MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB20SKIE7 - Professional Skills 7	3
□ Block: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB20SKI8 - Professional Skills 8	2