

## Marketing Management

Year 2 Marketing Management60Block 5: Consumer Behaviour15© CIVB20CSB - Consumer Behaviour5© CIVB20IPA5 - Integrated Project Assignment 55© CIVB20SKI5 - Professional Skills 55Block 6: Marketing in a Digital World15© CIVB20DCM - Omnichannel Marketing5© CIVB20SKI6 - Professional Skills 65© CIVB20SKI6 - Professional Skills 65Block 7: Marketing Planning13© CIVB20MKA - Marketing Analysis5© CIVB20IPA7 - Integrated Project Assignment 75© CIVB20SKI7 - Professional Skills 73Block 8: International Marketing12© CIVB20STM - Strategic Marketing5© CIVB20STM - Strategic Marketing5© CIVB20FM8 - Integrated Project Assignment 85© CIVB20FM8 - Integrated Project Assignment 85© CIVB20FM8 - Professional Skills 82Elective Year 25or of following courses5Elective Innovation Lab5© CIVB20INL - Innovation Lab5© CIVB20INL - Innovation Lab5© CIVB20INL - Innovation Lab5© CIVB20CHM - Change Management5	Programme	EC
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CIVB20CM - Omnichannel Marketing CIVB20IPA6 - Integrated Project Assignment 6 CIVB20SKI6 - Professional Skills 6 CIVB20SKI6 - Professional Skills 6 CIVB20MKA - Marketing Planning CIVB20MKA - Marketing Analysis CIVB20IPA7 - Integrated Project Assignment 7 CIVB20IPA7 - Integrated Project Assignment 7 CIVB20SKI7 - Professional Skills 7 Block 8: International Marketing CIVB20STM - Strategic Marketing CIVB20STM - Strategic Marketing CIVB20IPA8 - Integrated Project Assignment 8 CIVB20SKI8 - Professional Skills 8 Elective Year 2 one of following courses Elective Innovation Lab CIVB20INL - Innovation Lab CIVB20INL - Innovation Lab Elective Change Management	CIVB20CSB - Consumer Behaviour CIVB20IPA5 - Integrated Project Assignment 5	<i>5 5</i>
CIVB20MKA - Marketing Analysis CIVB20IPA7 - Integrated Project Assignment 7 CIVB20IPA7 - Integrated Project Assignment 7 CIVB20SKI7 - Professional Skills 7 Block 8: International Marketing CIVB20STM - Strategic Marketing CIVB20IPA8 - Integrated Project Assignment 8 CIVB20IPA8 - Integrated Project Assignment 8 CIVB20SKI8 - Professional Skills 8 Elective Year 2 one of following courses Elective Innovation Lab CIVB20INL - Innovation Lab Elective Change Management  5  CIVB20INL - Strategic Marketing 5  CIVB20INL - Innovation Lab 5 Elective Change Management	CIVB200CM - Omnichannel Marketing CIVB20IPA6 - Integrated Project Assignment 6	5 5
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