

Marketing Management

Programme

EC

Year 3 Marketing Management	60
□ Block 9: Marketingplanning; analysis	15
▫ CIVB20MKT1 - Marketing Planning Analysis	4
▫ CIVB18FAC - Financial Accounting	2
▫ CIVB20DST - Design Thinking	3
▫ CIVB18INT - International Dimension	3
▫ CIVB18CHM1 - Change Management 1	3
□ Block 10: Marketingplanning; decisions	15
▫ CIVB18IPA10 - Integrated Project Assignment 10	3
▫ CIVB20MKT2 - Marketing Planning Decisions	4
▫ CIVB18BCO - Business Communication	2
▫ CIVB18RES1 - Research 1	2
▫ CIVB18CHM2 - Change Management 2	3
▫ CIVB18PD8 - Personal Development 8	1
□ Block 11: Key-accountmanagement	15
▫ CIVB20KAM - Key-accountmanagement	6
▫ CIVB18BRM - Brand Management	2
▫ CIVB20CRM - Customer Relationship Management	2
▫ CIVB18RES2 - Research 2	2
▫ CIVB18CHM3 - Change Management 3	3
□ Block 12: Marketingplanning; integrated market policy	15
▫ CIVB20MSC - Marketing, Sales and Communication	6
▫ CIVB20KFA - Key Functional Areas	4
▫ CIVB18PPC - Professional & Personal Communication	2
▫ CIVB18CHM4 - Change Management 4	3

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