

Marketing Major MCM and MSM

Programme	EC
Year 3 Marketing Major MSM	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB21MPA - Marketing Planning Analysis	4
▫ CEVH3BEC - Finance & Accounting	2
▫ CEVB20ENG6 - English 6	2
▫ CEVB21INV - Innovation	2
▫ CEVB19INT - Internationalisation	2
▫ CEVH3CMA1 - Thinking Styles and Creativity	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB16IOP10 - Integral Assignment 10	3
▫ CEVB21MPK - Marketing Planning Choices	4
▫ CEVB15BCN6 - Business Communication Dutch 6	2
▫ CEVB18BAO - Business Analysis and Research	2
▫ CEVH3CMA2 - Marketing in Economic Perspective	3
▫ CEVB20PD8 - Personal Development 8	1
□ Block 11	9
▫ CEVB18MKM - Brand Management	2
▫ CEVB18OND2 - Research 2	2
▫ CEVB20CRM - Customer Relationship Management	2
▫ CEVH3CMA3 - Marketing, Ethics and Philosophy	3
□ Block 11 Elective <i>one of following courses</i>	6
□ Block 11 MSM	6
▫ CEVB19KAM - Key-accountmanagement	6
□ Block 11 MCM	6
▫ CEVB20IOP11 - Integral Assignment 11	4
▫ CEVB19CVP - Commercial Skills: presenting	2
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB21MVC - Marketing, Sales and Communication	6
▫ CEVB21FGB - Functional Areas	3
▫ CEVH3MAN - Management Skills	2
▫ CEVB21ENG7 - English 7	1
▫ CEVB15CMA4 - Storytelling	3