

Marketing

Programme

EC

Year 2 Marketing

60

□ Module C: Marketing and Communication Plan

30

▫ CEMB19EMP - Final assignment Operational Marketing Plan

10

▫ CEMB19OMK - Operational Marketing

5

▫ CEMB18ACC - Accountability

5

▫ CEMB18CTR - Communication Training

5

▫ CEMB18CPL - Communicatie Plan

5

□ Module D: Market Research and Online Marketing

30

▫ CEMB19EMO - Final Assignment Market Research

10

▫ CEMB18OZT - Research Methods Theory

5

▫ CEMB18OZO - Research Methods Assignment

5

▫ CEMB19DMT - Data Driven Marketing

5

▫ CEMB18OMO - Online Marketing Assignment

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