

Marketing

Programme

EC

Year 1 Marketing

60

□ Block 1: The Outside World

15

▫ CELP20PFO1 - Professional Identity/CMS1

5

▫ CELP21ALO1 - ALO External Analysis

5

▫ CELP20EXA - External Analysis

3

▫ CELP20ONZ - Research

2

□ Block 2: Marketing and the Customer

15

▫ CELP20PFO2 - Professional Identity/CMS2

5

▫ CELP21ALO2 - ALO Marketing

5

▫ CELP20MCG - Marketing and Consumer Behavior

3

▫ CELP20MON - Marketing Research

2

□ Block 3: Sales

15

▫ CELP20PFO3 - Professional Identity/CMS3

5

▫ CELP20ALO3 - ALO Sales

5

▫ CELP20ENG1 - English 1

3

▫ CELP20CAL - Commercial Calculations

2

□ Block 4: The Organisation

15

▫ CELP20PFO4 - Professional Identity/CMS4

5

▫ CELP21ALO4 - ALO Organisation

5

▫ CELP20ORG - Organisation

3

▫ CELP20ENG2 - English 2

2