

Marketing Major Digital Marketing

Programme	EC
Year 2 Marketing Major DIM	60
□ Block 5: Market Research	15
▫ CEVB22ONZ5 - Domain Research 5	5
▫ CEVB22MKT5 - Domain Marketing 5	5
▫ CEVB22PPG5 - Domain Professional and personal growth 5	5
□ Block 6: Digital Marketing	15
▫ CEVB22DIMONZ6 - Domain Research 6	5
▫ CEVB22DIMMKT6 - Domain Marketing 6	5
▫ CEVB22PPG6 - Domain Professional and personal growth 6	5
□ Block 7 and 8: Work Placement (Operational / Tactical)	30
▫ CEVB21DOC - Start Document	3
▫ CEVB21STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3