

Marketing Major Johan Cruyff Academy

Programme	EC
Year 1 Marketing Major JCA	60
□ Block 1: Market Orientation	15
▫ CEVP20JCAONZ1 - Learning Line Research 1	5
▫ CEVP20JCAMKT1 - Learning Line Marketing 1	5
▫ CEVP20JCAPSG1 - Learning Line Personal Growth 1	5
□ Block 2: The Market Focused Organization	15
▫ CEVP20JCAONZ2 - Learning Line Research 2	5
▫ CEVP20JCAMKT2 - Learning Line Marketing 2	5
▫ CEVP20JCAPSG2 - Learning Line Personal Growth 2	5
□ Block 3: Marketing Strategy	15
▫ CEVP20JCAONZ3 - Learning Line Research 3	5
▫ CEVP20JCAMKT3 - Learning Line Marketing 3	5
▫ CEVP20JCAPSG3 - Learning Line Personal Growth 3	5
□ Block 4: Customer Contact (operational)	15
▫ CEVP20JCAONZ4 - Learning Line Research 4	5
▫ CEVP20JCAMKT4 - Learning Line Marketing 4	5
▫ CEVP20JCAPSG4 - Learning Line Personal Growth 4	5