

Marketing Major Johan Cruyff Academy

Programme	EC
Year 3 Marketing Major JCA	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB22JCAONZ9 - Learning Line Marketing 9	5
▫ CEVB22JCAMKT9 - Learning Line Research 9	5
▫ CEVB22JCAPSG9 - Learning Line Personal Growth 9	5
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB22JCAONZ10 - Learning Line Marketing 10	5
▫ CEVB22JCAMKT10 - Learning Line Research 10	5
▫ CEVB22JCAPSG10 - Learning Line Personal Growth 10	5
□ Block 11: Sales 2 (JCA strategic)	15
▫ CEVB22JCAONZ11 - Learning Line Marketing 11	5
▫ CEVB22JCAMKT11 - Learning Line Research 11	5
▫ CEVB22JCAPSG11 - Learning Line Personal Growth 11	5
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB22JCAONZ12 - Learning Line Marketing 12	5
▫ CEVB22JCAMKT12 - Learning Line Research 12	5
▫ CEVB22JCAPSG12 - Learning Line Personal Growth 12	5