

Marketing Major Marketing and Communication Management

Programme	EC
Year 1 Marketing Major MCM	60
□ Block 1: External environment	15
▫ CEVP21ONZ1 - Domain Research 1	5
▫ CEVP21MKT1 - Domain Marketing 1	5
▫ CEVP21PPG1 - Domain Professional and personal growth 1	5
□ Block 2: Internal environment	15
▫ CEVP21ONZ2 - Domain Research 2	5
▫ CEVP21MKT2 - Domain Marketing 2	5
▫ CEVP21PPG2 - Domain Professional and personal growth 2	5
□ Block 3: Marketing decisions	15
▫ CEVP21ONZ3 - Domain Research 3	5
▫ CEVP21MKT3 - Domain Marketing 3	5
▫ CEVP21PPG3 - Domain Professional and personal growth 3	5
□ Block 4: The Fair	15
▫ CEVP21ONZ4 - Domain Research 4	5
▫ CEVP22MCMKT4 - Domain Marketing 4	5
▫ CEVP21PPG4 - Domain Professional and personal growth 4	5