Hanze University of Applied Sciences Groningen

Marketing Major Marketing and Communication Management

Programme	EC
Year 2 Marketing Major MCM	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: Marketing Communication (MCM Tactical)	*15*
CEVB22MCMONZ6 - Domain Research 6	*5*
CEVB22MCMMKT6 - 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*

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