

Marketing Management

Programme	EC
Year 2 Marketing Management	60
□ Block 5: Consumer Behaviour	15
▫ CIVB21CSB - Consumer Behaviour - Research	5
▫ CIVB20IPA5 - Integrated Project Assignment 5	5
▫ CIVB21SKI5 - Professional Skills 5	5
□ Block 6: Marketing in a Digital World	15
▫ CIVB20OCM - Omnichannel Marketing	5
▫ CIVB20IPA6 - Integrated Project Assignment 6	5
▫ CIVB20SKI6 - Professional Skills 6	5
□ Block 7: Marketing Planning	13
▫ CIVB22MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB20SKI7 - Professional Skills 7	3
□ Block 8: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB21SKI8 - Professional Skills 8	2
□ Elective Year 2	5
<i>one of following courses</i>	
□ Elective Innovation Lab	5
▫ CIVB20INL - Innovation Lab	5
□ Elective Change Management	5
▫ CIVB20CHM - Change Management	5