Marketing Management

Programme	EC
Year 4 Marketing Management	60
Block 13: Marketing Electives 1	*5*
▫ CIVB22PIA - Professional Identity Advanced	*5*
Block 13 Elective 1	*5*
one of following courses	
Elective Communications and Visualisation	*5*
▫ CIVB22CAV - Communications and Visualisation	*5*
Elective Dot, dot, dot Marketing	*5*
▫ CIVB22DDD - Dot, dot, dot Marketing	*5*
Elective Strategic Sales	*5*
▫ CIVB22SAL - Strategic Sales	*5*
Block 13 Elective 2	*5*
one of following courses	
Elective Communications and Visualisation	*5*
▫ CIVB22CAV - Communications and Visualisation	*5*
Elective Dot, dot, dot Marketing	*5*
▫ CIVB22DDD - Dot, dot, dot Marketing	*5*
Elective Strategic Sales	*5*
▫ CIVB22SAL - Strategic Sales	*5*
Block 14: Marketing Electives 2	*5*
▫ CIVB22PFP - Preparations Final Projects	*5*
Block 14 Elective 1	*5*
one of following courses	
Elective Start-up, scale-up, grow-up	*5*
▫ CIVB22SSG - Start-up, scale-up, grow-up	*5*
Elective Smart Marketing	*5*
▫ CIVB22SMM - Smart Marketing	*5*
Elective Consumer Psycholoy & Behavior	*5*
▫ CIVB22CPB - Consumer Psycholoy & Behavior	*5*
Block 14 Elective 2	*5*
one of following courses	
Elective Start-up, scale-up, grow-up	*5*
▫ CIVB22SSG - Start-up, scale-up, grow-up	*5*
Elective Smart Marketing	*5*
▫ CIVB22SMM - Smart Marketing	*5*
Elective Consumer Psycholoy & Behavior	*5*
▫ CIVB22CPB - Consumer Psycholoy & Behavior	*5*
Blocks 15 and 16: Graduation	*30*
▫ CIVB19AO - Graduation Project	*30*