

Marketing

Programme

EC

Year 1 Marketing

60

□ Module A: Market Analysis

30

- CEDP22PMA - Practical Assignment Market Analysis 5
- CEDP22MOE - Market Research and Excel 5
- CEDP22KEM - Customer and Market 5
- CEDP22ENG1 - English 1 5
- CEDP22CMV - Communication Skills 5
- CEDP22BCN - Business Communication Dutch / Language Proficiency 5

□ Module B: Marketing & Entrepreneurship

30

- CEDP22PCO - Practical Assignment Creative Entrepreneurship 5
- CEDP22MVO - Marketing and Sales Organisations 5
- CEDP22RKV - Calculation Skills incl. Commercial Calculations 5
- CEDP22CRM - CRM 5
- CEDP22SAL - Sales 5
- CEDP22MSM - Marketing Communication and Social Media 5