

Marketing

Programme	EC
Year 1 Marketing	60
□ Block 1: The Outside World	15
▫ CELP20PFO1 - Professional Identity/CMS1	5
▫ CELP21ALO1 - ALO External Analysis	5
▫ CELP20EXA - External Analysis	3
▫ CELP20ONZ - Research	2
□ Block 2: Marketing and the Customer	15
▫ CELP20PFO2 - Professional Identity/CMS2	5
▫ CELP21ALO2 - ALO Marketing	5
▫ CELP20MCG - Marketing and Consumer Behavior	3
▫ CELP20MON - Marketing Research	2
□ Block 3: Sales	15
▫ CELP20PFO3 - Professional Identity/CMS3	5
▫ CELP20ALO3 - ALO Sales	5
▫ CELP20ENG1 - English 1	3
▫ CELP20CAL - Commercial Calculations	2
□ Block 4: The Organisation	15
▫ CELP20PFO4 - Professional Identity/CMS4	5
▫ CELP21ALO4 - ALO Organisation	5
▫ CELP20ORG - Organisation	3
▫ CELP20ENG2 - English 2	2