

Marketing

Programme

EC

Year 2 Marketing

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| □ Blocks 5 and 6: Business Analysis | 30 |
| ▫ CELB21PFI5 - Professional Identity 5 | 5 |
| ▫ CELB21ALO5 - ALO Business Analysis | 5 |
| ▫ CELB22MOZ - Market Research | 5 |
| ▫ CELB21BDM - Business and Services Marketing | 5 |
| ▫ CELB21IMK - International Marketing | 5 |
| ▫ CELB21ENG3 - English 3 | 5 |
| □ Blocks 7 and 8: Company Analysis | 30 |
| ▫ CELB21PFI6 - Professional Identity 6 | 5 |
| ▫ CELB21ALO6 - ALO Company Analysis | 5 |
| ▫ CELB21BMO - Business Model and Organisation | 5 |
| ▫ CELB21SMG - Sales Management | 5 |
| ▫ CELB21MCO - Marketing Communication Online and Offline | 5 |
| ▫ CELB21ENG4 - English 4 | 5 |

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