

Marketing

Programme

EC

Year 3 Marketing

60

□ Block 9 and 10: Marketing strategy	30
▫ CELB22PFI7 - Professional Identity 7	5
▫ CELB22ALO7 - ALO Marketing Strategy	5
▫ CELB22CMM - Corporate Management and Marketing Strategy	5
▫ CELB23LSC - Leadership and Culture	5
▫ CELB22FMR - Financial Management and Law	5
▫ CELB22INM - Innovation Management	5
□ Block 11 and 12: Marketing advice and execution	30
▫ CELB22PFI8 - Professional Identity 8	5
▫ CELB22ALO8 - ALO Marketing Execution Plan	5
▫ CELB22OMC - Online and Offline Marketing Communication	5
▫ CELB22BSM - Business marketing and sales management	5
▫ CELB22BCT - Business Controlling	5
▫ CELB22TVM - Transformation and change management	5