

Marketing

Programme

EC

Year 4 Marketing

60

□ Block 13 and 14: Product development

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▫ CELB23MVK - Market Exploration/Potential

5

▫ CELB23PTT - Prototype

10

▫ CELB23BDB - Company Visits

5

▫ CELB23PDT - Product Testing

5

▫ CELB23EPD - End Product

5

□ Block 15 and 16: Graduation

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▫ CELB23AO - Graduation Project

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