

Marketing Major Digital Marketing

| Programme | EC |
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| Year 3 Marketing Major DIM | 60 |
| □ Block 09: Marketing Planning: Analysis (strategic) | 15 |
| ▫ CEVB23ONZ9 - Domain Research 9 | 5 |
| ▫ CEVB23MKT9 - Domain Marketing 9 | 5 |
| ▫ CEVB23PPG9 - Domain Professional and personal growth 9 | 5 |
| □ Block 10: Marketing Planning: The Choices (strategic) | 15 |
| ▫ CEVB23ONZ10 - Domain Research 10 | 5 |
| ▫ CEVB23MKT10 - Domain Marketing 10 | 5 |
| ▫ CEVB23PPG10 - Domain Professional and personal growth 10 | 5 |
| □ Block 11: Digital Marketing Strategy | 15 |
| ▫ CEVB23DIMONZ11 - Domain Research 11 | 5 |
| ▫ CEVB23DIMMKT11 - Domain Marketing 11 | 5 |
| ▫ CEVB23DIMPPG11 - Domain Professional and personal growth 11 | 5 |
| □ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic) | 15 |
| ▫ CEVB23ONZ12 - Domain Research 12 | 5 |
| ▫ CEVB23MKT12 - Domain Marketing 12 | 5 |
| ▫ CEVB23PPG12 - Domain Professional and personal growth 12 | 5 |