

Marketing Major Marketing and Communication Management

Programme	EC
Year 2 Marketing Major MCM	60
□ Block 5: Market Research	15
▫ CEVB23ONZ5 - Domain Research 5	5
▫ CEVB22MKT5 - Domain Marketing 5	5
▫ CEVB22PPG5 - Domain Professional and personal growth 5	5
□ Block 6: Marketing Communication (MCM Tactical)	15
▫ CEVB23MCMONZ6 - Domain Research 6	5
▫ CEVB22MCM MKT6 - Domain Marketing 6	5
▫ CEVB23PPG6 - Domain Professional and personal growth 6	5
□ Block 7 and 8: Work Placement (operational / tactical)	30
▫ CEVB21DOC - Start Document	3
▫ CEVB21STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3