

Marketing Major Marketing and Communication Management

Programme	EC
Year 3 Marketing Major MCM	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: Marketing Communication 2 (MCM Tactical)	15
▫ CEVB23MCMONZ11 - Domain Research 11	5
▫ CEVB23MCM MKT11 - Domain Marketing 11	5
▫ CEVB23MCMPPG11 - 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