

Marketing Management

Programme	EC
Year 4 Marketing Management	60
□ Block 13: Marketing Electives 1	5
▫ CIVB22PIA - Professional Identity Advanced	5
□ Block 13 Elective 1	5
<i>one of following courses</i>	
□ Elective Communications and Visualisation	5
▫ CIVB22CAV - Communications and Visualisation	5
□ Elective Dot, dot, dot Marketing	5
▫ CIVB22DDD - Dot, dot, dot Marketing	5
□ Elective Strategic Sales	5
▫ CIVB22SAL - Strategic Sales	5
□ Block 13 Elective 2	5
<i>one of following courses</i>	
□ Elective Communications and Visualisation	5
▫ CIVB22CAV - Communications and Visualisation	5
□ Elective Dot, dot, dot Marketing	5
▫ CIVB22DDD - Dot, dot, dot Marketing	5
□ Elective Strategic Sales	5
▫ CIVB22SAL - Strategic Sales	5
□ Block 14: Marketing Electives 2	5
▫ CIVB22PFP - Preparations Final Projects	5
□ Block 14 Elective 1	5
<i>one of following courses</i>	
□ Elective Start-up, scale-up, grow-up	5
▫ CIVB22SSG - Start-up, scale-up, grow-up	5
□ Elective Smart Marketing	5
▫ CIVB22SMM - Smart Marketing	5
□ Elective Consumer Psychology & Behavior	5
▫ CIVB22CPB - Consumer Psychology & Behavior	5
□ Block 14 Elective 2	5
<i>one of following courses</i>	
□ Elective Start-up, scale-up, grow-up	5
▫ CIVB22SSG - Start-up, scale-up, grow-up	5
□ Elective Smart Marketing	5
▫ CIVB22SMM - Smart Marketing	5
□ Elective Consumer Psychology & Behavior	5
▫ CIVB22CPB - Consumer Psychology & Behavior	5
□ Blocks 15 and 16: Graduation	30
▫ CIVB19AO - Graduation Project	30