Marketing

Programme	EC
Year 3 Marketing	60
Block 9 and 10: Marketing strategy	*30*
CELB22PFI7 - Professional Identity 7	*5*
CELB22ALO7 - ALO Marketing Strategy	*5*
CELB22CMM - Corporate Management and Marketing Strategy	*5*
CELB23LSC - Leadership and Culture	*5*
CELB22FMR - Financial Management and Law	*5*
CELB22INM - Innovation Management	*5*
Block 11 and 12: Marketing advice and execution	*30*
CELB22PFI8 - Professional Identity 8	*5*
CELB22ALO8 - ALO Marketing Execution Plan	*5*
CELB22OMC - Online and Offline Marketing Communication	*5*
CELB22BSM - Business marketing and sales management	*5*
CELB22BCT - Business Controlling	*5*
CELB22TVM - Transformation and change management	*5*

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