Marketing Major Digital Marketing

Programme	EC
Year 1 Marketing Major DIM	60
Block 1: External environment	*15*
CEVP21ONZ1 - Domain Research 1	*5*
CEVP21MKT1 - Domain Marketing 1	*5*
CEVP21PPG1 - Domain Professional and personal growth 1	*5*
Block 2: Internal environment	*15*
CEVP21ONZ2 - Domain Research 2	*5*
CEVP21MKT2 - Domain Marketing 2	*5*
CEVP21PPG2 - Domain Professional and personal growth 2	*5*
Block 3: Marketing decisions	*15*
CEVP21ONZ3 - Domain Research 3	*5*
CEVP21MKT3 - Domain Marketing 3	*5*
CEVP21PPG3 - Domain Professional and personal growth 3	*5*
Block 4: The Fair	*15*
CEVP23ONZ4 - Domain Research 4	*5*
CEVP21DIMMKT4 - Domain Marketing 4	*5*
CEVP25PPG4 - Domain Professional and personal growth 4	*5*

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