Marketing Major Johan Cruyff Academy

Programme	EC
Year 1 Marketing Major JCA	60
Block 1: Market Orientation	*15*
CEVP20JCAONZ1 - Learning Line Research 1	*5*
CEVP20JCAMKT1 - Learning Line Marketing 1	*5*
CEVP20JCAPSG1 - Learning Line Personal Growth 1	*5*
Block 2: The Market Focused Organization	*15*
CEVP20JCAONZ2 - Learning Line Research 2	*5*
CEVP20JCAMKT2 - Learning Line Marketing 2	*5*
CEVP20JCAPSG2 - Learning Line Personal Growth 2	*5*
Block 3: Marketing Strategy	*15*
CEVP20JCAONZ3 - Learning Line Research 3	*5*
CEVP20JCAMKT3 - Learning Line Marketing 3	*5*
CEVP20JCAPSG3 - Learning Line Personal Growth 3	*5*
Block 4: Customer Contact (operational)	*15*
CEVP20JCAONZ4 - Learning Line Research 4	*5*
CEVP20JCAMKT4 - Learning Line Marketing 4	*5*
CEVP20JCAPSG4 - Learning Line Personal Growth 4	*5*

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