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
one of following courses	
Elective Communications and Visualisation	5
CIVB22CAV - Communications and Visualisation	5
Elective Dot, dot, dot Marketing	5
CIVB24DDD - Dot, dot, dot Marketing	5
Elective Business Development	5
CIVB22SAL - Business Development	5
Block 13 Elective 2	5
one of following courses	
Elective Communications and Visualisation	5
CIVB22CAV - Communications and Visualisation	5
Elective Dot, dot, dot Marketing	5
CIVB24DDD - Dot, dot, dot Marketing	5
Elective Business Development	5
CIVB22SAL - Business Development	5
Block 14: Marketing Electives 2	5
CIVB22PFP - Preparations Final Projects	5
Block 14 Elective 1	5
one of following courses	
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 Psycholoy & Behaviour	5
CIVB22CPB - Consumer Psychology & Behaviour	5
Block 14 Elective 2	5
one of following courses	
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 Psycholoy & Behaviour	5
CIVB22CPB - Consumer Psychology & Behaviour	5
Blocks 15 and 16: Graduation	30
CIVB19AO - Graduation Project	30

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