Marketing Management

Programme	EC
Year 2 Marketing Management	60
Block 5: Consumer Behaviour	*15*
CIVB25IPA5 - Integrated Project Assignment 5	*5*
CIVB25UCB - Understanding Consumer Behaviour	*5*
CIVB25QRS - Quantitative Research Skills	*5*
Block 6: Marketing in a Digital World	*15*
CIVB25OCM2 - Omnichannel Marketing 2	*5*
CIVB20IPA6 - Integrated Project Assignment 6	*5*
CIVB26PI5 - Professional Identity 5	*5*
Block 7: Marketing Planning	*13*
CIVB22MKA - Marketing Analysis	*5*
CIVB20IPA7 - Integrated Project Assignment 7	*5*
CIVB26PI6 - Professional Identity 6	*3*
Block 8: International Marketing	*12*
CIVB20STM - Strategic Marketing	*5*
CIVB20IPA8 - Integrated Project Assignment 8	*5*
CIVB26PI7 - Professional Identity 7	*2*
Elective Year 2	*5*
one of following courses	
Elective Innovation Lab	*5*
CIVB24INL - Innovation Lab	*5*
Elective Change Management	*5*
CIVB20CHM - Change Management	*5*

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