

Marketing

Programme	EC
Year 1 Marketing	60
Module A: Market Analysis	30
CEMP17PMA - Practical Assignment Market Analysis	8
CEMP17MOZ - Market Research	3
CEMP20KEM - Customer and Market	4
© CEMP20EXC - Excel	2
 CEMP19ENG1T - English 1 (exam) 	3
CEMP17ENG1M - English 1 (oral exam)	1
CEMP17CMV - Communication Skills CEMP17CMV - Reviewer Communication Skills	4
CEMP17BCN - Business Communication Dutch CEMP17TAV - Language Preficiency	4
CEMP17TAV - Language Proficiency	1
Module B: Marketing & Entrepreneurship CEMP17DC0 = Bractical Assignment Creative Entrepreneurship	30 8
 CEMP17PCO - Practical Assignment Creative Entrepreneurship CEMP17MVO - Marketing and Sales Organisations Assignment 	0 4
 CEMP17MV0 - Marketing and Sales Organisations Assignment CEMP17MVT - Marketing and Sales Organisations Theory 	4
© CEMP17RKV - Calculation Skills incl. Commercial Calculations	3
© CEMP17CRM - CRM	2
CEMP17SAL - Sales	4
CEMP17MSMO - Marketing Communication and Social Media Assignment	4
CEMP17MSMT - Marketing Communication and Social Media Theory	2
Year 2 Marketing	60
□ Module C: Marketing and Communication Plan	30
 CEMB19EMP - Final Assignment Marketing Plan 	10
 CEMB190MK - Operational Marketing 	5
CEMB18ACC - Accountability	5
© CEMB18CTR - Communication Training	5
CEMB18CPL - Communicatie Plan	5
Module D: Market Research and Online Marketing	30
CEMB19EMO - Final Assignment Market Research	10
CEMB180ZT - Research Methods Theory	5
CEMB180ZO - Research Methods Assignment	5
CEMB19DMT - Data Driven Marketing	5
CEMB180MO - Online Marketing Assignment	5
Year 3 Marketing	60
Module E: Marketing Strategy and Management	30
CEMB19EMM - Final Assignment Marketing Strategy and Management	10
CEMB19MST - Marketing Strategy	5
CEMB19MOR - Marketing Organisation	5
 CEMB20ICL - Internal Communication and Leadership 	10
Module F: International Entrepreneurship	30
 CEMB19EIO - Final assignment International Entrepreneurship 	10
CEMB19AMS - Account Management and Sales	5
CEMB20ION - International Entrepreneurship CEMB10ENC2DB - English 2 (Presentation)	5
 CEMB19ENG2PR - English 2 (Presentation) CEMB19ENG2PO - English 2 (Portfolio) 	5 5
Year 4 Marketing	60
Module G: Minor/Work experience	30
 CEMB19WERK - Work experience 	30 30
□ Module H: Work Placement	30
© CEMB19STG - Work Placement	30 30
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