

## 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
Year 2 Marketing Major JCA	60
□ Block 5: Market Research (tactical)	15
▫ CEVB19JCAIOP5 - Integral Assignment 5	2
▫ CEVB20JCAOND - General Research	7
▫ CEVB19JCACSG - Consumer Behaviour	3
▫ CEVB19JCAENG5 - English 5 Marketing Proposal	2
▫ CEVB19JCASOL - Application Training	1
▫ CEVB19JCAPD5 - Personal Development 5 Study Coach Conversation	0
□ Block 6: Sales (tactical)	15
▫ CEVB19JCASLS - Sales	5
▫ CEVB19JCAOMK - Online Marketing	5
▫ CEVB19JCABCN5 - Business Communication Dutch 5	2
▫ CEVB19JCABCA - Business Calculations	2
▫ CEVB19JCAPRO - Professional performance	1
▫ CEVB19JCAPD6 - Personal Development 6 Study Coach Conversation	0
□ Blocks 7 and 8: Work Placement	30
▫ CEVB16DOC - Start Document	3
▫ CEVB16STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3
Year 3 Marketing Major JCA	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB20JCAMP A - International Marketing Planning Analysis	6
▫ CEVB19JCABEC - Finance & Accounting	2
▫ CEVB19JCAENG6 - English 6	2
▫ CEVB20JCAINV - Innovation	2
▫ CEVB19JCAVRK1 - Change Management 1	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB20JCAMPK - Marketing Planning; The Choice	7
▫ CEVB19JCABCN6 - Business Communication Dutch 6	2
▫ CEVB19JCABAO - Business Analysis and Research	2
▫ CEVB19JCAVRK2 - Change Management 2	3
▫ CEVB19JCAPD8 - Personal Development 8	1
□ Block 11: Sales 2 (strategic)	15
▫ CEVB20JCAKAM - Key-accountmanagement	8
▫ CEVB19JCAOND2 - Research 2	2
▫ CEVB20JCACRM - Customer Relationship Management; B to B	2
▫ CEVB19JCAVRK3 - Change Management 3	3
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB20JCAMVC - Marketing, Sales and Communication	6
▫ CEVB20JCAFGB - Functional Areas	3
▫ CEVB19JCAMAN - Management Skills	2
▫ CEVB20JCAENG7 - English 7	1
▫ CEVB19JCAVRK4 - Change Management 4	3
Year 4 Marketing Major JCA	60

□ Blocks 13 and 14: Minor by choice <i>electives</i>	30
□ Blocks 15 and 16: Graduation <i>one of following courses</i>	30
□ Blocks 15 and 16: Graduation	30
▫ CEVB15AO - Graduation Project	30
□ Blocks 15 and 16: Honour Graduation Project	30
▫ CEHH19HAO - Honours Graduation Project and Thesis	30

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