

Marketing Management Exchange Programme Semester 2 (Spring)

Programme

	EC
Semester 2 Exchange Students	25
□ Block: Marketing Planning	13
▫ CIVB20MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB20SKIE7 - Professional Skills 7	3
□ Block: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB20SKI8 - Professional Skills 8	2
Electives	5
<i>one of following courses</i>	
□ Elective English Speaking Skills	5
▫ LCK-20ENGSK1 - English Speaking Skills 1	3
▫ LCK-20ENGSK2 - English Speaking Skills 2	3
□ Elective Change Management	5
▫ CIVB20CHM - Change Management	5