

## Marketing Major MCM and MSM

Programme	EC
Year 1 Marketing Major MSM	60
□ Block 1: External environment	15
▫ CEVP21ONZ1 - Domain Research 1	5
▫ CEVP21MKT1 - Domain Marketing 1	5
▫ CEVP21PPG1 - Domain Professional and personal growth 1	5
□ Block 2: Internal environment	15
▫ CEVP21ONZ2 - Domain Research 2	5
▫ CEVP21MKT2 - Domain Marketing 2	5
▫ CEVP21PPG2 - Domain Professional and personal growth 2	5
□ Block 3: Marketing decisions	15
▫ CEVP21ONZ3 - Domain Research 3	5
▫ CEVP21MKT3 - Domain Marketing 3	5
▫ CEVP21PPG3 - Domain Professional and personal growth 3	5
□ Block 4: The Fair	10
▫ CEVP21ONZ4 - Domain Research 4	5
▫ CEVP21PPG4 - Domain Professional and personal growth 4	5
□ Block 4 Elective	5
<i>one of following courses</i>	
□ Block 4 MSM	5
▫ CEVP21MSMMKT4 - Domain Marketing 4	5
□ Block 4 MCM	5
▫ CEVP21MCMMKT4 - Domain Marketing 4	5
Year 2 Marketing Major MSM	60
□ Block 5: Market Research (tactical)	15
▫ CEVB16IOP5 - Integral Assignment 5	2
▫ CEVB20OND - General Research	7
▫ CEVB16CSG - Consumer Behaviour	3
▫ CEVB20ENG5 - English 5 Marketing Proposal	2
▫ CEVB20SOL - Application Training	1
□ Block 6	10
▫ CEVB20OMK - Online Marketing	5
▫ CEVB15BCN5 - Business Communication Dutch 5	2
▫ CEVB20BCA - Business Calculations	2
▫ CEVB20PRO - Professional performance	1
□ Block 6 Elective	5
<i>one of following courses</i>	
□ Block 6 MSM	5
▫ CEVB20SLS - Sales	5
□ Block 6 MCM	5
▫ CEVB20MKC - Marketing Communication	5
□ Block 7 and 8: Work Placement (operational / tactical)	30
▫ CEVB21DOC - Start Document	3
▫ CEVB21STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3
Year 3 Marketing Major MSM	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB21MPA - Marketing Planning Analysis	4
▫ CEVB3BEC - Finance & Accounting	2
▫ CEVB20ENG6 - English 6	2
▫ CEVB21INV - Innovation	2
▫ CEVB19INT - Internationalisation	2
▫ CEVB3CMA1 - Thinking Styles and Creativity	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB16IOP10 - Integral Assignment 10	3
▫ CEVB21MPK - Marketing Planning Choices	4
▫ CEVB15BCN6 - Business Communication Dutch 6	2
▫ CEVB18BAO - Business Analysis and Research	2
▫ CEVB3CMA2 - Marketing in Economic Perspective	3
▫ CEVB20PD8 - Personal Development 8	1
□ Block 11	9
▫ CEVB18MKM - Brand Management	2

▫ CEVB18OND2 - Research 2	2
▫ CEVB20CRM - Customer Relationship Management	2
▫ CEVB3CMA3 - Marketing, Ethics and Philosophy	3
▫ Block 11 Elective <i>one of following courses</i>	6
▫ Block 11 MSM	6
▫ CEVB19KAM - Key-accountmanagement	6
▫ Block 11 MCM	6
▫ CEVB20IOP11 - Integral Assignment 11	4
▫ CEVB19CVP - Commercial Skills: presenting	2
▫ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB21MVC - Marketing, Sales and Communication	6
▫ CEVB21FGB - Functional Areas	3
▫ CEVB3MAN - Management Skills	2
▫ CEVB21ENG7 - English 7	1
▫ CEVB15CMA4 - Storytelling	3
Year 4 Marketing Major MSM	60
▫ Blocks 13 and 14: Minor by choice <i>electives</i>	30
▫ Blocks 15 and 16: Graduation	30
▫ CEVB15AO - Graduation Project	30

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