

Marketing Major Digital Marketing

Programme	EC
Year 1 Marketing Major DIM	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	15
▫ CEVP21DIMONZ4 - Domain Research 4	5
▫ CEVP21DIMMKT4 - Domain Marketing 4	5
▫ CEVP21PPG4 - Domain Professional and personal growth 4	5
Year 2 Marketing Major DIM	60
□ Block 5: Market Research	15
▫ CEVB22ONZ5 - Domain Research 5	5
▫ CEVB22MKT5 - Domain Marketing 5	5
▫ CEVB22PPG5 - Domain Professional and personal growth 5	5
□ Block 6: Digital Marketing	15
▫ CEVB22DIMONZ6 - Domain Research 6	5
▫ CEVB22DIMMKT6 - Domain Marketing 6	5
▫ CEVB22PPG6 - Domain Professional and personal growth 6	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 DIM	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB21MPA - Marketing Planning Analysis	4
▫ CEVB3BEC - Finance & Accounting	2
▫ CEVB20ENG6 - English 6	2
▫ CEVB20DIMDVS - Data Visualization	2
▫ CEVB20DIMZMD - Search Engine Marketing & Display Advertising	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: Digital Marketing Strategy	15
▫ CEVB20DIMSCM - Social Marketing	2
▫ CEVB20DIMAPB - Applied Psychology & Branding	3
▫ CEVB18OND2 - Research 2	2
▫ CEVB20DIMIOP11 - Integral Assignment 11	3
▫ CEVB20DIMOID - Organisational Innovation & Design	2
▫ CEVB3CMA3 - Marketing, Ethics and Philosophy	3
□ 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 DIM	60
□ Blocks 13 and 14: Minor by choice	30

electives

□ Blocks 15 and 16: Graduation

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▣ CEVB15AO - Graduation Project

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