

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: The customer	15
▫ CEVB21JCAONZ5 - Learning Line Research 5	5
▫ CEVB21JCAMKT5 - Learning Line Marketing 5	5
▫ CEVB21JCAPSG5 - Learning Line Personal Growth 5	5
□ Block 6: Sales (tactical)	15
▫ CEVB21JCAONZ6 - Learning Line Research 6	5
▫ CEVB21JCAMKT6 - Learning Line Marketing 6	5
▫ CEVB21JCAPSG6 - Learning Line 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 JCA	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB22JCAONZ9 - Learning Line Marketing 9	5
▫ CEVB22JCAMKT9 - Learning Line Research 9	5
▫ CEVB22JCAPSG9 - Learning Line Personal Growth 9	5
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB22JCAONZ10 - Learning Line Marketing 10	5
▫ CEVB22JCAMKT10 - Learning Line Research 10	5
▫ CEVB22JCAPSG10 - Learning Line Personal Growth 10	5
□ Block 11: Sales 2 (JCA strategic)	15
▫ CEVB22JCAONZ11 - Learning Line Marketing 11	5
▫ CEVB22JCAMKT11 - Learning Line Research 11	5
▫ CEVB22JCAPSG11 - Learning Line Personal Growth 11	5
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB22JCAONZ12 - Learning Line Marketing 12	5
▫ CEVB22JCAMKT12 - Learning Line Research 12	5
▫ CEVB22JCAPSG12 - Learning Line Personal Growth 12	5
Year 4 Marketing Major JCA	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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