

Marketing Major Marketing and Communication Management

| Programme | EC |
|---|----|
| Year 1 Marketing Major MCM | 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 |
| ▫ CEVP21ONZ4 - Domain Research 4 | 5 |
| ▫ CEVP22MCMKT4 - Domain Marketing 4 | 5 |
| ▫ CEVP21PPG4 - Domain Professional and personal growth 4 | 5 |
| Year 2 Marketing Major MCM | 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: Marketing Communication (MCM Tactical) | 15 |
| ▫ CEVB22MCMONZ6 - Domain Research 6 | 5 |
| ▫ CEVB22MCMKT6 - 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 MCM | 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: Marketing Communication 2 (MCM Tactical) | 15 |
| ▫ CEVB22IOP11 - Integral Assignment 11 | 4 |
| ▫ CEVB19CVP - Commercial Skills: presenting | 2 |
| ▫ CEVB18MKM - Brand Management | 2 |
| ▫ CEVB18OND2 - Research 2 | 2 |
| ▫ CEVB20CRM - Customer Relationship Management | 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 MCM | 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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