

Marketing Management

Programme	EC
Year 1 Marketing Management	60
□ Block 1: Marketing in a global world	15
▫ CIVP19MGW - Marketing in a global world	5
▫ CIVP19IPA1 - Integrated Project Assignment 1	5
▫ CIVP20SKI1 - Professional Skills 1	5
□ Block 2: Marketing and Communication	15
▫ CIVP19MCO - Marketing and Communication	5
▫ CIVP19IPA2 - Integrated Project Assignment 2	5
▫ CIVP20SKI2 - Professional Skills 2	5
□ Block 3: Working the Markets	15
▫ CIVP19MBD - Marketing and Business Development	5
▫ CIVP20IPA3 - Integrated Project Assignment 3	5
▫ CIVP20SKI3 - Professional Skills 3	5
□ Block 4: Customer Relations	15
▫ CIVP19SBD - Sales and Business Development	5
▫ CIVP19IPA4 - Integrated Project Assignment 4	5
▫ CIVP21SKI4 - Professional Skills 4	5
Year 2 Marketing Management	60
□ Block 5: Consumer Behaviour	15
▫ CIVB21CSB - Consumer Behaviour - Research	5
▫ CIVB20IPA5 - Integrated Project Assignment 5	5
▫ CIVB21SKI5 - Professional Skills 5	5
□ Block 6: Marketing in a Digital World	15
▫ CIVB20OCM - Omnichannel Marketing	5
▫ CIVB20IPA6 - Integrated Project Assignment 6	5
▫ CIVB20SKI6 - Professional Skills 6	5
□ Block 7: Marketing Planning	13
▫ CIVB22MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB20SKI7 - Professional Skills 7	3
□ Block 8: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB21SKI8 - Professional Skills 8	2
□ Elective Year 2	5
<i>one of following courses</i>	
□ Elective Innovation Lab	5
▫ CIVB20INL - Innovation Lab	5
□ Elective Change Management	5
▫ CIVB20CHM - Change Management	5
Year 3 Marketing Management	60
□ Block 9 and 10: Work Placement	30
▫ CIVB21DOC - Baseline Document	3
▫ CIVB21WPR - Report Company Assignment	24
▫ CIVB22PIWP - Professional Identity Work Placement	3
□ Blocks 11 and 12: Minor by choice	30
<i>electives</i>	
Year 4 Marketing Management	60
□ Block 13: Marketing Electives 1	5
▫ CIVB22PIA - Professional Identity Advanced	5
□ Block 13 Elective 1	5
<i>one of following courses</i>	
□ Elective Communications and Visualisation	5
▫ CIVB22CAV - Communications and Visualisation	5
□ Elective Dot, dot, dot Marketing	5
▫ CIVB22DDD - Dot, dot, dot Marketing	5
□ Elective Strategic Sales	5
▫ CIVB22SAL - Strategic Sales	5
□ Block 13 Elective 2	5
<i>one of following courses</i>	

□ Elective Communications and Visualisation	5
▫ CIVB22CAV - Communications and Visualisation	5
□ Elective Dot, dot, dot Marketing	5
▫ CIVB22DDD - Dot, dot, dot Marketing	5
□ Elective Strategic Sales	5
▫ CIVB22SAL - Strategic Sales	5
□ Block 14: Marketing Electives 2	5
▫ CIVB22PFP - Preparations Final Projects	5
□ Block 14 Elective 1	5
<i>one of following courses</i>	
□ Elective Start-up, scale-up, grow-up	5
▫ CIVB22SSG - Start-up, scale-up, grow-up	5
□ Elective Smart Marketing	5
▫ CIVB22SMM - Smart Marketing	5
□ Elective Consumer Psychology & Behavior	5
▫ CIVB22CPB - Consumer Psychology & Behavior	5
□ Block 14 Elective 2	5
<i>one of following courses</i>	
□ Elective Start-up, scale-up, grow-up	5
▫ CIVB22SSG - Start-up, scale-up, grow-up	5
□ Elective Smart Marketing	5
▫ CIVB22SMM - Smart Marketing	5
□ Elective Consumer Psychology & Behavior	5
▫ CIVB22CPB - Consumer Psychology & Behavior	5
□ Blocks 15 and 16: Graduation	30
▫ CIVB19AO - Graduation Project	30

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