

Marketing

Programme	EC
Year 1 Marketing	60
Module A: Market Analysis	30
CEDP22PMA - Practical Assignment Market Analysis	5
CEDP22MOE - Market Research and Excel	5
CEDP22KEM - Customer and Market	5
CEDP22ENG1 - English 1	5
CEDP22CMV - Communication Skills	5
 CEDP22BCN - Business Communication Dutch / Language Proficiency 	5
Module B: Marketing & Entrepreneurship	30
CEDP22PCO - Practical Assignment Creative Entrepreneurship CEDP22NV(O - Marketian and Cales Organizations	5
CEDP22MVO - Marketing and Sales Organisations CEDP22PK/Colsulation Skills incl. Commercial Colsulations	5 5
 CEDP22RKV - Calculation Skills incl. Commercial Calculations CEDP22CRM - CRM 	5
© CEDP22SAL - Sales	5
 CEDP22MSM - Marketing Communication and Social Media 	5
Year 2 Marketing	60
Module C: Marketing and Communication Plan	30
CEMB19EMP - Final assignment Operational Marketing Plan	10
CEMB190MK - Operational Marketing	5
CEMB18ACC - Accountability CEMB18CTR - Communication Training CEMB18CTR - Communication Training	5 5
© CEMB18CPL - Communication maning	5
□ Module D: Market Research and Online Marketing	30
 CEMB19EMO - Final Assignment Market Research 	10
 CEMB180ZT - Research Methods Theory 	5
CEMB180Z0 - Research Methods Assignment	5
CEMB19DMT - Data Driven Marketing	5
CEMB18OMO - Online Marketing Assignment	5
Year 3 Marketing	60
Module E: Marketing Strategy and Management	30
CEMB19EMM - Final Assignment Marketing Strategy and Management	10
CEMB19MST - Marketing Strategy	5
CEMB22MOR - Marketing Organisation	5
CEMB20ICL - Internal Communication and Leadership	10
Module F: International Entrepreneurship	30
 CEMB19EIO - Final assignment International Entrepreneurship 	10
CEMB19AMS - Account Management and Sales	5
CEMB20ION - International Entrepreneurship	5
CEMB22ENG2 - English 2	10
Year 4 Marketing	60
Module G: Minor/Work experience	30
CEMB19WERK - Work experience	30
Module H: Work Placement	30
CEMB19STG - Work Placement	30

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