

# 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	5
▫ CEDP22MVO - Marketing and Sales Organisations	5
▫ CEDP22RKV - Calculation Skills incl. Commercial Calculations	5
▫ 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
▫ CEMB19OMK - Operational Marketing	5
▫ CEMB18ACC - Accountability	5
▫ CEMB18CTR - Communication Training	5
▫ CEMB18CPL - Communicatie Plan	5
□ Module D: Market Research and Online Marketing	30
▫ CEMB19EMO - Final Assignment Market Research	10
▫ CEMB18OZT - Research Methods Theory	5
▫ CEMB18OZO - 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