

Marketing

Programme	EC
Year 1 Marketing	60
□ Block 1: The Outside World	15
▫ CELP20PFO1 - Professional Identity/CMS1	5
▫ CELP21ALO1 - ALO External Analysis	5
▫ CELP20EXA - External Analysis	3
▫ CELP20ONZ - Research	2
□ Block 2: Marketing and the Customer	15
▫ CELP20PFO2 - Professional Identity/CMS2	5
▫ CELP21ALO2 - ALO Marketing	5
▫ CELP20MCG - Marketing and Consumer Behavior	3
▫ CELP20MON - Marketing Research	2
□ Block 3: Sales	15
▫ CELP20PFO3 - Professional Identity/CMS3	5
▫ CELP20ALO3 - ALO Sales	5
▫ CELP20ENG1 - English 1	3
▫ CELP20CAL - Commercial Calculations	2
□ Block 4: The Organisation	15
▫ CELP20PFO4 - Professional Identity/CMS4	5
▫ CELP21ALO4 - ALO Organisation	5
▫ CELP20ORG - Organisation	3
▫ CELP20ENG2 - English 2	2
Year 2 Marketing	60
□ Blocks 5 and 6: Business Analysis	30
▫ CELB21PFI5 - Professional Identity 5	5
▫ CELB21ALO5 - ALO Business Analysis	5
▫ CELB22MOZ - Market Research	5
▫ CELB21BDM - Business and Services Marketing	5
▫ CELB21IMK - International Marketing	5
▫ CELB21ENG3 - English 3	5
□ Blocks 7 and 8: Company Analysis	30
▫ CELB21PFI6 - Professional Identity 6	5
▫ CELB21ALO6 - ALO Company Analysis	5
▫ CELB21BMO - Business Model and Organisation	5
▫ CELB21SMG - Sales Management	5
▫ CELB21MCO - Marketing Communication Online and Offline	5
▫ CELB21ENG4 - English 4	5
Year 3 Marketing	60
□ Block 9 and 10: Marketing strategy	30
▫ CELB22PFI7 - Professional Identity 7	5
▫ CELB22ALO7 - ALO Marketing Strategy	5
▫ CELB22CMM - Corporate Management and Marketing Strategy	5
▫ CELB23LSC - Leadership and Culture	5
▫ CELB22FMR - Financial Management and Law	5
▫ CELB22INM - Innovation Management	5
□ Block 11 and 12: Marketing advice and execution	30
▫ CELB22PFI8 - Professional Identity 8	5
▫ CELB22ALO8 - ALO Marketing Execution Plan	5
▫ CELB22OMC - Online and Offline Marketing Communication	5
▫ CELB22BSM - Business marketing and sales management	5
▫ CELB22BCT - Business Controlling	5
▫ CELB22TVM - Transformation and change management	5
Year 4 Marketing	60
□ Block 13 and 14: Product development	30
▫ CELB23MVK - Market Exploration/Potential	5
▫ CELB23PTT - Prototype	10
▫ CELB23BDB - Company Visits	5
▫ CELB23PDT - Product Testing	5
▫ CELB23EPD - End Product	5
□ Block 15 and 16: Graduation	30

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