

Marketing Major Digital Marketing

Programme	EC
Year 1 Marketing Major DIM	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
▫ CEVP23DIMONZ4 - Domain Research 4	5
▫ CEVP21DIMMKT4 - Domain Marketing 4	5
▫ CEVP23PPG4 - Domain Professional and personal growth 4	5
Year 2 Marketing Major DIM	60
□ Block 5: Market Research	15
▫ CEVB23ONZ5 - Domain Research 5	5
▫ CEVB22MKT5 - Domain Marketing 5	5
▫ CEVB22PPG5 - Domain Professional and personal growth 5	5
□ Block 6: Digital Marketing	15
▫ CEVB23DIMONZ6 - Domain Research 6	5
▫ CEVB23DIMMKT6 - Domain Marketing 6	5
▫ CEVB23PPG6 - 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 DIM	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB23ONZ9 - Domain Research 9	5
▫ CEVB23MKT9 - Domain Marketing 9	5
▫ CEVB23PPG9 - Domain Professional and personal growth 9	5
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB23ONZ10 - Domain Research 10	5
▫ CEVB23MKT10 - Domain Marketing 10	5
▫ CEVB23PPG10 - Domain Professional and personal growth 10	5
□ Block 11: Digital Marketing Strategy	15
▫ CEVB23DIMONZ11 - Domain Research 11	5
▫ CEVB23DIMMKT11 - Domain Marketing 11	5
▫ CEVB23DIMPPG11 - Domain Professional and personal growth 11	5
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB23ONZ12 - Domain Research 12	5
▫ CEVB23MKT12 - Domain Marketing 12	5
▫ CEVB23PPG12 - Domain Professional and personal growth 12	5
Year 4 Marketing Major DIM	60
□ Blocks 13 and 14: Minor by choice <i>electives</i>	30
□ Blocks 15 and 16: Graduation	30
▫ CEVB15AO - Graduation Project	30

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