Hanze

Marketing

Programme	EC
Year 1 Marketing	60
Block 1 and 2: Market analysis	*30*
CELP25GOM - Group assignment Market analysis	*10*
CELP25SPF1 - Skills portfolio 1	*10*
CELP25MKT1 - Marketing 1	*5*
CELP25ONZ - Research	*5*
Block 3 and 4: Product development	*30*
CELP25GOP - Group assignment Product development	*10*
CELP25SPF2 - Skills portfolio 2	*10*
CELP25MKT2 - Marketing 2	*5*
CELP25CCC - Commercial calculations	*5*
Year 2 Marketing	60
Blocks 5 and 6: Business Analysis	*30*
CELB21PFI5 - Professional Identity 5	*5*
CELB21ALO5 - ALO Business Analysis	*5*
CELB25MOZ - Market Research	*5*
CELB24BDM - 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: Entrepreneurship and Culture	*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*
CELB23AO - Graduation Project	*30*

share your talent. move the world.

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.