Hanze

Marketing Major Johan Cruyff Academy

Programme	**EC**
Year 1 Marketing Major JCA	60
Block 1: Market Orientation	*15*
CEVP20JCAONZ1 - Learning Line Research 1	*5*
CEVP20JCAMKT1 - Learning Line Marketing 1	*5*
CEVP20JCAPSG1 - Learning Line Personal Growth 1	*5*
Block 2: The Market Focused Organization	*15*
CEVP20JCAONZ2 - Learning Line Research 2	*5*
CEVP20JCAMKT2 - Learning Line Marketing 2	*5*
CEVP20JCAPSG2 - Learning Line Personal Growth 2	*5*
Block 3: Marketing Strategy	*15*
CEVP20JCAONZ3 - Learning Line Research 3	*5*
CEVP20JCAMKT3 - Learning Line Marketing 3	*5*
CEVP20JCAPSG3 - Learning Line Personal Growth 3	*5*
Block 4: Customer Contact (operational)	*15*
CEVP20JCAONZ4 - Learning Line Research 4	*5*
CEVP20JCAMKT4 - Learning Line Marketing 4	*5*
CEVP20JCAPSG4 - Learning Line Personal Growth 4	*5*
Year 2 Marketing Major JCA	60
Block 5: The customer	*15*
CEVB21JCAONZ5 - Learning Line Research 5	*5*
CEVB21JCAMKT5 - Learning Line Marketing 5	*5*
CEVB21JCAPSG5 - Learning Line Personal Growth 5	*5*
Block 6: Sales (tactical)	*15*
CEVB21JCAONZ6 - Learning Line Research 6	*5*
CEVB21JCAMKT6 - Learning Line Marketing 6	*5*
CEVB21JCAPSG6 - Learning Line 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 JCA	60
Block 09: Marketing Planning: Analysis (strategic)	*15*
CEVB22JCAONZ9 - Learning Line Research 9	*5*
CEVB22JCAMKT9 - Learning Line Marketing 9	*5*
CEVB22JCAPSG9 - Learning Line Personal Growth 9	*5*
Block 10: Marketing Planning: The Choices (strategic)	*15*
CEVB22JCAONZ10 - Learning Line Research 10	*5*
CEVB22JCAMKT10 - Learning Line Marketing 10	*5*
CEVB22JCAPSG10 - Learning Line Personal Growth 10	*5*
Block 11: Sales 2 (JCA strategic)	*15*
CEVB22JCAONZ11 - Learning Line Research 11	*5*
CEVB22JCAMKT11 - Learning Line Marketing 11	*5*
CEVB22JCAPSG11 - Learning Line Personal Growth 11	*5*
Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	*15*
CEVB22JCAONZ12 - Learning Line Research 12	*5*
CEVB22JCAMKT12 - Learning Line Marketing 12	*5*
CEVB22JCAPSG12 - Learning Line Personal Growth 12	*5*
Year 4 Marketing Major JCA	60
Blocks 13 and 14: Minor by choice *electives*	*30*
Blocks 15 and 16: Graduation	*30*
CEVB15AO - Graduation Project	*30*

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