Hanze

Marketing Major Marketing and Communication Management

Programme	**EC**
Year 1 Marketing Major MCM	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*
CEVP23ONZ4 - Domain Research 4	*5*
CEVP22MCMMKT4 - Domain Marketing 4	*5*
CEVP25PPG4 - Domain Professional and personal growth 4	*5*
Year 2 Marketing Major MCM	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: Marketing Communication (MCM Tactical)	*15*
CEVB23MCMONZ6 - Domain Research 6	*5*
CEVB22MCMMKT6 - 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 MCM	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: Marketing Communication 2 (MCM Tactical)	*15*
CEVB23MCMONZ11 - Domain Research 11	*5*
CEVB23MCMMKT11 - Domain Marketing 11	*5*
CEVB23MCMPPG11 - 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 MCM	60
Blocks 13 and 14: Minor by choice *electives*	*30*
Blocks 15 and 16: Graduation	*30*
CEVB15AO - Graduation Project	*30*

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