

## Vak: Marketing Analysis

credits: 5

|                     |                           |                   |                                              |
|---------------------|---------------------------|-------------------|----------------------------------------------|
| <b>Vakcode</b>      | CIVB20MKA                 | <b>Werkvormen</b> | Werkcollege                                  |
| <b>Naam</b>         | Marketing Analysis        | <b>Toetsen</b>    | Marketing Analysis - Case - Overige toetsing |
| <b>Studiejaar</b>   | 2020-2021                 |                   | Marketing Analysis - Key Functional Area -   |
| <b>ECTS credits</b> | 5                         |                   | Computer, organisatie tentamenbureau         |
| <b>Taal</b>         | Engels                    |                   |                                              |
| <b>Coördinator</b>  | B.M.P. de Wilde-de Vreede |                   |                                              |

### Leeruitkomsten

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### Inhoud

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### Opgenomen in opleiding(en)

Marketing Management Exchange Programme Semester 2 (Spring)  
Marketing Management Bachelor

### School(s)

School voor Marketing Management en Financieel Economisch  
Management