

Marketing Management Bachelor

Programma	EC
Year 1 Marketing Management	60
□ Block 1: Marketing in a global world	15
▫ CIVP19MGW - Marketing in a global world	5
▫ CIVP19IPA1 - Integrated Project Assignment 1	5
▫ CIVP19SKI1 - Professional Skills 1	5
□ Block 2: Marketing and Communication	15
▫ CIVP19MCO - Marketing and Communication	5
▫ CIVP19IPA2 - Integrated Project Assignment 2	5
▫ CIVP19SKI2 - Professional Skills 2	5
□ Block 3: Working the Markets	15
▫ CIVP19MBD - Marketing and Business Development	5
▫ CIVP20IPA3 - Integrated Project Assignment 3	5
▫ CIVP19SKI3 - Professional Skills 3	5
□ Block 4: Customer Relations	15
▫ CIVP19SBD - Sales and Business Development	5
▫ CIVP19IPA4 - Integrated Project Assignment 4	5
▫ CIVP19SKI4 - Professional Skills 4	5
Year 2 Marketing Management	60
□ Block 5: Consumer Behaviour	15
▫ CIVB20CSB - Consumer Behaviour	5
▫ CIVB20IPA5 - Integrated Project Assignment 5	5
▫ CIVB20SKI5 - Professional Skills 5	5
□ Block 6: Marketing in a Digital World	15
▫ CIVB20OCM - Omnichannel Marketing	5
▫ CIVB20IPA6 - Integrated Project Assignment 6	5
▫ CIVB20SKI6 - Professional Skills 6	5
□ Block 7: Marketing Planning	13
▫ CIVB20MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB20SKI7 - Professional Skills 7	3
□ Block 8: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB20SKI8 - Professional Skills 8	2
□ Elective Year 2	5
<i>één van de onderstaande onderdelen</i>	
□ Elective Innovation Lab	5
▫ CIVB20INL - Innovation Lab	5
□ Elective Change Management	5
▫ CIVB20CHM - Change Management	5
Year 3 Marketing Management	60
□ Block 9: Marketingplanning; analysis	15
▫ CIVB20MKT1 - Marketing Planning Analysis	4
▫ CIVB18FAC - Financial Accounting	2
▫ CIVB20DST - Design Thinking	3
▫ CIVB18INT - International Dimension	3
▫ CIVB18CHM1 - Change Management 1	3
□ Block 10: Marketingplanning; decisions	15
▫ CIVB18IPA10 - Integrated Project Assignment 10	3
▫ CIVB20MKT2 - Marketing Planning Decisions	4
▫ CIVB18BCO - Business Communication	2
▫ CIVB18RES1 - Research 1	2
▫ CIVB18CHM2 - Change Management 2	3
▫ CIVB18PD8 - Personal Development 8	1
□ Block 11: Key-accountmanagement	15
▫ CIVB20KAM - Key-accountmanagement	6
▫ CIVB18BRM - Brand Management	2
▫ CIVB20CRM - Customer Relationship Management	2
▫ CIVB18RES2 - Research 2	2
▫ CIVB18CHM3 - Change Management 3	3
□ Block 12: Marketingplanning; integrated market policy	15
▫ CIVB20MKT3 - Marketing Planning Decisions	4

▫ CIVB20MSC - Marketing, Sales and Communication	6
▫ CIVB20KFA - Key Functional Areas	4
▫ CIVB18PPC - Professional & Personal Communication	2
▫ CIVB18CHM4 - Change Management 4	3
Year 4 Marketing Management	60
▫ Blocks 13 and 14: Minor by choice <i>vrije keuzeruimte</i>	30
▫ Blocks 15 and 16: Graduation <i>één van de onderstaande onderdelen</i>	30
▫ Blocks 15 and 16: Graduation	30
▫ CIVB19AO - Graduation Project	30
▫ Blocks 15 and 16: Honour Graduation Project	30
▫ CIHH19HAO - Honours Graduation Project and Thesis	30

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