

# Marketing Management

| Programma                                           | EC |
|-----------------------------------------------------|----|
| Year 1 Marketing Management                         | 60 |
| □ Block 1: Marketing in a global world              | 15 |
| ▫ CIVP24FOM - Fundamentals of Marketing             | 5  |
| ▫ CIVP19IPA1 - Integrated Project Assignment 1      | 5  |
| ▫ CIVP23PI1 - Professional Identity 1               | 5  |
| □ Block 2: Marketing and Communication              | 15 |
| ▫ CIVP24OCM - Omnichannel Marketing                 | 5  |
| ▫ CIVP19IPA2 - Integrated Project Assignment 2      | 5  |
| ▫ CIVP23PI2 - Professional Identity 2               | 5  |
| □ Block 3: Working the Markets                      | 15 |
| ▫ CIVP24MBE - Marketing in the Business Environment | 5  |
| ▫ CIVP20IPA3 - Integrated Project Assignment 3      | 5  |
| ▫ CIVP23PI3 - Professional Identity 3               | 5  |
| □ Block 4: Customer Relations                       | 15 |
| ▫ CIVP24MAS - Marketing and Sales                   | 5  |
| ▫ CIVP19IPA4 - Integrated Project Assignment 4      | 5  |
| ▫ CIVP23PI4 - Professional Identity 4               | 5  |
| Year 2 Marketing Management                         | 60 |
| □ Block 5: Consumer Behaviour                       | 15 |
| ▫ CIVB23CSB - Consumer Behaviour - Research         | 5  |
| ▫ CIVB20IPA5 - Integrated Project Assignment 5      | 5  |
| ▫ CIVB21SKI5 - 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 |
| ▫ CIVB22MKA - 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  |
| ▫ CIVB21SKI8 - Professional Skills 8                | 2  |
| □ Elective Year 2                                   | 5  |
| <i>één van de onderstaande onderdelen</i>           |    |
| □ Elective Innovation Lab                           | 5  |
| ▫ CIVB24INL - Innovation Lab                        | 5  |
| □ Elective Change Management                        | 5  |
| ▫ CIVB20CHM - Change Management                     | 5  |
| Year 3 Marketing Management                         | 60 |
| □ Block 9 and 10: Work Placement                    | 30 |
| ▫ CIVB21DOC - Baseline Document                     | 3  |
| ▫ CIVB21WPR - Report Company Assignment             | 24 |
| ▫ CIVB22PIWP - Professional Identity Work Placement | 3  |
| □ Blocks 11 and 12: Minor by choice                 | 30 |
| <i>vrije keuzeruimte</i>                            |    |
| Year 4 Marketing Management                         | 60 |
| □ Block 13: Marketing Electives 1                   | 5  |
| ▫ CIVB22PIA - Professional Identity Advanced        | 5  |
| □ Block 13 Elective 1                               | 5  |
| <i>één van de onderstaande onderdelen</i>           |    |
| □ Elective Communications and Visualisation         | 5  |
| ▫ CIVB22CAV - Communications and Visualisation      | 5  |
| □ Elective Dot, dot, dot Marketing                  | 5  |
| ▫ CIVB24DDD - Dot, dot, dot Marketing               | 5  |
| □ Elective Strategic Sales                          | 5  |
| ▫ CIVB22SAL - Business Development                  | 5  |
| □ Block 13 Elective 2                               | 5  |
| <i>één van de onderstaande onderdelen</i>           |    |

|                                                |    |
|------------------------------------------------|----|
| □ Elective Communications and Visualisation    | 5  |
| ▫ CIVB22CAV - Communications and Visualisation | 5  |
| ▫ Elective Dot, dot, dot Marketing             | 5  |
| □ Elective Strategic Sales                     | 5  |
| ▫ CIVB22SAL - Business Development             | 5  |
| □ Block 14: Marketing Electives 2              | 5  |
| ▫ CIVB22PFP - Preparations Final Projects      | 5  |
| □ Block 14 Elective 1                          | 5  |
| <i>één van de onderstaande onderdelen</i>      |    |
| □ Elective Start-up, scale-up, grow-up         | 5  |
| ▫ CIVB22SSG - Start-up, scale-up, grow-up      | 5  |
| □ Elective Smart Marketing                     | 5  |
| ▫ CIVB22SMM - Smart Marketing                  | 5  |
| □ Elective Consumer Psychology & Behavior      | 5  |
| ▫ CIVB22CPB - Consumer Psychology & Behavior   | 5  |
| □ Block 14 Elective 2                          | 5  |
| <i>één van de onderstaande onderdelen</i>      |    |
| □ Elective Start-up, scale-up, grow-up         | 5  |
| ▫ CIVB22SSG - Start-up, scale-up, grow-up      | 5  |
| □ Elective Smart Marketing                     | 5  |
| ▫ CIVB22SMM - Smart Marketing                  | 5  |
| □ Elective Consumer Psychology & Behavior      | 5  |
| ▫ CIVB22CPB - Consumer Psychology & Behavior   | 5  |
| □ Blocks 15 and 16: Graduation                 | 30 |
| ▫ CIVB19AO - Graduation Project                | 30 |

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