Course: Journey mapping

credits: 5

Course code	ORVB26JMP
Name	Journey mapping
Study year	2026-2027
ECTS credits	5
Language	Dutch, with parts in English
Coordinator	L.A. Coene

Modes of delivery	Lecture Practical / Training Tutorial
Assessments	Journey mapping Group assignment CJM final product - Other assessment Journey mapping Theory - Computer, organised by STAD examinations

Learning outcomes

No content available

Content

No content available

Included in programme(s)

Entrepreneurship & Retail Management

School(s)

Entrepreneurship, Communication & Marketing

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