

# Marketing

## Programme

EC

### Year 1 Marketing

60

#### □ Module A: Market Analysis

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- CEMP17PMA - Practical Assignment Market Analysis 8
- CEMP17MOZ - Market Research 3
- CEMP20KEM - Customer and Market 4
- CEMP20EXC - Excel 2
- CEMP19ENG1T - English 1 (exam) 3
- CEMP17ENG1M - English 1 (oral exam) 1
- CEMP17CMV - Communication Skills 4
- CEMP17BCN - Business Communication Dutch 4
- CEMP17TAV - Language Proficiency 1

#### □ Module B: Marketing & Entrepreneurship

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- CEMP17PCO - Practical Assignment Creative Entrepreneurship 8
- CEMP17MVO - Marketing and Sales Organisations Assignment 4
- CEMP17MVT - Marketing and Sales Organisations Theory 3
- CEMP17RKV - Calculation Skills incl. Commercial Calculations 3
- CEMP17CRM - CRM 2
- CEMP17SAL - Sales 4
- CEMP17MSMO - Marketing Communication and Social Media Assignment 4
- CEMP17MSMT - Marketing Communication and Social Media Theory 2

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