

## Marketing Major Digital Marketing

Programme	EC
Year 1 Marketing Major DIM	60
Block 1: Market Orientation  MMVP15IOP1 - Integral Assignment 1 - Project (MKT/Research)  CEVP20PPG1 - Personal and professional growth 1  CEVP19MKT1 - Market Orientation - Marketing 1  MMVP15AEC - Market Orientation - Economics  CEVP20BCN1 - Business Communication Dutch 1  CEVP20ENG1 - English 1  CEVP20MAJ - Major Orientation  Block 2: The Market Focused Organization  CEVP20IOP2 - Integral Assignment 2  CEVP20PPG2 - Personal and professional growth 2	15 3 2 2 2 2 1 3 15 5
CEVP19MOR - Marketing 2 and Organisational Behaviour CEVP20BCN2 - Business Communication Dutch 2 CEVP20ENG2 - English 2	4 1 2
<ul> <li>Block 3: Marketing Strategy</li> <li>CEVP20IOP3 - Integral Assignment 3</li> <li>CEVP20PPG3 - Personal and professional growth 3</li> <li>CEVP19MKT3 - Marketing Strategy - Marketing 3</li> <li>MMVP15BEC1 - Marketing Strategy - Finance &amp; Accounting 1</li> <li>CEVP20BCN3 - Business Communication Dutch 3</li> <li>CEVP19ENG3 - English 3 (incl. ENG/ENVA)</li> </ul>	15 4 4 2 2 1 2
Block 4: Introduction Digital Marketing (Operational)  CEVP19DIMIDM - Introduction Digital Marketing CEVP19DIMDMM - Digital Marketing Mix CEVP19DIMWAN - Webanalytics CEVP19DIMECT - E-commerce Tooling CEVP19ENG4 - English 4 CEVP20PPG4 - Personal and professional growth 4	15 2 2 2 3 2 4