

Marketing Major Digital Marketing

Programme	EC
Year 2 Marketing Major DIM	60
□ Block 5: Market Research, Customer Choice (Tactical)	15
▫ CEVB16IOP5 - Integral Assignment 5	2
▫ CEVB20OND - General Research	7
▫ CEVB16CSG - Consumer Behaviour	3
▫ CEVH2ENG5 - English 5 Marketing Proposal	2
▫ CEVB19SOL - Application Training	1
□ Block 6: Digital Marketing	15
▫ CEVB20DIMCRM - Customer Relationship Management	5
▫ CEVB20DIMBIT - Business Intelligence	5
▫ CEVB15BCN5 - Business Communication Dutch 5	2
▫ CEVH2BCA - Business Calculations	2
▫ CEVB19PRO - Professional performance	1
□ Blocks 7 and 8: Work Placement	30
▫ CEVB16DOC - Start Document	3
▫ CEVB16STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3