

Marketing Major Digital Marketing

Programme

	EC
Year 3 Marketing Major DIM	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB20MPA - Marketing Planning Analysis	4
▫ CEVH3BEC - Finance & Accounting	2
▫ CEVB19ENG6 - English 6	2
▫ CEVB20DIMDVS - Data Visualization	2
▫ CEVB20DIMZMD - Search Engine Marketing & Display Advertising	2
▫ CEVH3CMA1 - Thinking Styles and Creativity	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB16IOP10 - Integral Assignment 10	3
▫ CEVB20MPK - Marketing Planning Choices	4
▫ CEVB15BCN6 - Business Communication Dutch 6	2
▫ CEVB18BAO - Business Analysis and Research	2
▫ CEVH3CMA2 - Marketing in Economic Perspective	3
▫ CEVB20PD8 - Personal Development 8	1
□ Block 11: Digital Marketing Strategy	15
▫ CEVB20DIMSCM - Social Marketing	2
▫ CEVB20DIMAPB - Applied Psychology & Branding	3
▫ CEVB18OND2 - Research 2	2
▫ CEVB20DIMIOP11 - Integral Assignment 11	3
▫ CEVB20DIMOID - Organisational Innovation & Design	2
▫ CEVH3CMA3 - Marketing, Ethics and Philosophy	3
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB20MVC - Marketing, Sales and Communication	6
▫ CEVB20FGB - Functional Areas	3
▫ CEVH3MAN - Management Skills	2
▫ CEVB20ENG7 - English 7	1
▫ CEVB15CMA4 - Storytelling	3