

Marketing Major Johan Cruyff Academy

Programme	EC
Year 2 Marketing Major JCA	60
□ Block 5: Market Research (tactical)	15
▫ CEVB19JCAIOP5 - Integral Assignment 5	2
▫ CEVB20JCAOND - General Research	7
▫ CEVB19JCACSG - Consumer Behaviour	3
▫ CEVB19JCAENG5 - English 5 Marketing Proposal	2
▫ CEVB19JCASOL - Application Training	1
▫ CEVB19JCAPD5 - Personal Development 5 Study Coach Conversation	0
□ Block 6: Sales (tactical)	15
▫ CEVB19JCASLS - Sales	5
▫ CEVB19JCAOMK - Online Marketing	5
▫ CEVB19JCABCN5 - Business Communication Dutch 5	2
▫ CEVB19JCABCA - Business Calculations	2
▫ CEVB19JCAPRO - Professional performance	1
▫ CEVB19JCAPD6 - Personal Development 6 Study Coach Conversation	0
□ Blocks 7 and 8: Work Placement	30
▫ CEVB16DOC - Start Document	3
▫ CEVB16STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3