

Marketing

Programme

EC

Year 2 Marketing

60

□ Blocks 5 and 6: Business Analysis	30
▫ CELB21PFI5 - Professional Identity 5	5
▫ CELB21ALO5 - ALO Business Analysis	5
▫ CELB21MOZ - Market Research	5
▫ CELB21BDM - Business and Services Marketing	5
▫ CELB21IMK - International Marketing	5
▫ CELB21ENG3 - English 3	5
□ Blocks 7 and 8: Company Analysis	30
▫ CELB21PFI6 - Professional Identity 6	5
▫ CELB21ALO6 - ALO Company Analysis	5
▫ CELB21BMO - Business Model and Organisation	5
▫ CELB21SMG - Sales Management	5
▫ CELB21MCO - Marketing Communication Online and Offline	5
▫ CELB21ENG4 - English 4	5

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