

## Marketing

Programme	EC
Year 3 Marketing	60
□ Block 9: Market Research 2	15
▫ CELH0WEA9 - Work Activities 9	4
▫ CELH0STB9 - Academic Counselling 9	1
▫ CELB15ALO9 - Effectuation Market Research Action Learning	4
▫ CELH0OND - Research Methods	2
▫ CELH3ONL1 - Online Marketing 1	2
▫ CELB19MKC - Marketing Communication	2
□ Block 10: Strategic Marketing 1	15
▫ CELH0WEA10 - Work Activities 10	4
▫ CELH0STB10 - Academic Counselling 10	1
▫ CELB19ALO10 - Strategic Marketing 1 - Action Learning	5
▫ CELB19ONL2 - Online Marketing 2	4
▫ CELB15ENG6 - English 6	1
□ Block 11: Strategic Marketing 2	15
▫ CELH0WEA11 - Work Activities 11	4
▫ CELH0STB11 - Academic Counselling 11	1
▫ CELB16ALO11 - Strategic Marketing 2 - Action Learning	4
▫ CELB16STR2 - Strategic Marketing 2	2
▫ CELH3EXP - Export Plan	2
▫ CELH3IMK - International Marketing	2
□ Block 12: Management Control en Accountability	15
▫ CELH0WEA12 - Work Activities 12	4
▫ CELH0STB12 - Academic Counselling 12	1
▫ CELB15ALO12 - Management Control - Action Learning	4
▫ CELH1MAC - Management Control and Accountability	4
▫ CELB15ENG7 - English 7	2