

Marketing Major Johan Cruyff Academy

Programme

	EC
Year 2 Marketing Major JCA	60
□ Block 5: The customer	15
▫ CEVB21JCAONZ5 - Learning Line Research 5	5
▫ CEVB21JCAMKT5 - Learning Line Marketing 5	5
▫ CEVB21JCAPSG5 - Learning Line Personal Growth 5	5
□ Block 6: Sales (tactical)	15
▫ CEVB21JCAONZ6 - Learning Line Research 6	5
▫ CEVB21JCAMKT6 - Learning Line Marketing 6	5
▫ CEVB21JCAPSG6 - Learning Line Personal Growth 6	5
□ Blocks 7 and 8: Work Placement	30
▫ CEVB21DOC - Start Document	3
▫ CEVB21STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3