

Marketing Major Johan Cruyff Academy

Programme	EC
Year 3 Marketing Major JCA	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB20JCAMP A - International Marketing Planning Analysis	6
▫ CEVB19JCABEC - Finance & Accounting	2
▫ CEVB19JCAENG6 - English 6	2
▫ CEVB21JCAINV - Innovation	2
▫ CEVB19JCAVRK1 - Change Management 1	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB20JCAMPK - Marketing Planning; The Choice	7
▫ CEVB19JCABCN6 - Business Communication Dutch 6	2
▫ CEVB19JCABAO - Business Analysis and Research	2
▫ CEVB19JCAVRK2 - Change Management 2	3
▫ CEVB21JCAPD8 - Personal Development 8	1
□ Block 11: Sales 2 (strategic)	15
▫ CEVB20JCAKAM - Key-accountmanagement	8
▫ CEVB19JCAOND2 - Research 2	2
▫ CEVB20JCACRM - Customer Relationship Management; B to B	2
▫ CEVB19JCAVRK3 - Change Management 3	3
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB20JCAMVC - Marketing, Sales and Communication	6
▫ CEVB20JCAFGB - Functional Areas	3
▫ CEVB19JCAMAN - Management Skills	2
▫ CEVB21JCAENG7 - English 7	1
▫ CEVB19JCAVRK4 - Change Management 4	3