

Marketing Major MCM and MSM

Programme

Programme	EC
Year 2 Marketing Major MSM	60
 Block 5: Market Research (tactical) CEVB16IOP5 - Integral Assignment 5 CEVB20OND - General Research 	15 2 7
 CEVB16CSG - Consumer Behaviour CEVH2ENG5 - English 5 Marketing Proposal CEVB20SOL - Application Training 	3 2 1
Block 6 CEVB200MK - Online Marketing CEV/0150CN5 Dutch 5	10 5
 CEVB15BCN5 - Business Communication Dutch 5 CEVH2BCA - Business Calculations CEVB20PRO - Professional performance 	2 2 1
Block 6 Elective one of following courses	5
Block 6 MSM CEVB20SLS - Sales	5 5
Block 6 MCM CEVB20MKC - Marketing Communication	5 5
 Block 7 and 8: Work Placement (operational / tactical) CEVB21DOC - Start Document 	30 3
 CEVB21STG - Report Company Assignment CEVB17PD7 - Personal Development 7 	24 3