

Marketing

Programme	EC
Year 2 Marketing	60
▣ Blocks 5 and 6: Business Analysis	30
▣ CELB26GIM - Group Assignment Innovation Management	10
▣ CELB26OGM - Individual Assignment Integrated Marketing Communication	10
▣ CELB26SPF3 - Skills portfolio 3	5
▣ CELB26BMO - Business Model and Organisation	5
▣ Blocks 7 and 8: Company Analysis	30
▣ CELB26OSM - Individual Assignment in Sales Management	10
▣ CELB26SVH - Sales Skills	5
▣ CELB26SPF4 - Skills portfolio 4	5
▣ CELB26SLS - Sales	5
▣ CELB26ARM - Account & Relationship Management	5