

Marketing Management

Programme	EC
Year 1 Marketing Management	60
□ Block 1: Marketing in a global world	15
▫ CIVP26FOM - Fundamentals of Marketing	5
▫ CIVP26MES - Market Entry Strategy	10
□ Block 2: Customer-centric marketing	15
▫ CIVP26DCEE - Digital customer experience and ethics	5
▫ CIVP26CCMC - Customer-centric marketing campaign	10
□ Block 3: Marketing and Innovation	10
▫ CIVP26PRD - Product Development	10
□ Language	5
<i>one of following courses</i>	
□ Language Non-Dutch-speaking students (Mandatory)	5
<i>one of following courses</i>	
□ Dutch Language and Culture A1	5
▫ LCK25DUTA1 - Dutch Language and Culture A1	5
□ Language Dutch-speaking students (choose 1 foreign language)	5
<i>one of following courses</i>	
□ Academic English	5
▫ LCK25AENG1 - Academic English B2	5
□ German A2	5
▫ LCK25DUI1 - German Language and Culture A2	5
□ French A1	5
▫ LCK25FRE1 - French Language and Culture A1	5
□ Italian A1	5
▫ LCK25ITA1 - Italian Language and Culture A1	5
□ Spanish A1	5
▫ LCK25SPA1 - Spanish Language and Culture A1	5
□ Spanish A2	5
▫ LCK25SPA2 - Spanish Language and Culture A2	5
□ Block 4: Sales & Entrepreneurship	15
▫ CIVP26SES - Sales & Entrepreneurship	15