

Marketing

Programme	EC
Year 1 Marketing	60
□ Module A: Market Analysis	30
▫ CEMP17PMA - Practical Assignment Market Analysis	8
▫ CEMP17MOZ - Market Research	3
▫ CEMP20KEM - Customer and Market	4
▫ CEMP20EXC - Excel	2
▫ CEMP19ENG1T - English 1 (exam)	3
▫ CEMP17ENG1M - English 1 (oral exam)	1
▫ CEMP17CMV - Communication Skills	4
▫ CEMP17BCN - Business Communication Dutch	4
▫ CEMP17TAV - Language Proficiency	1
□ Module B: Marketing & Entrepreneurship	30
▫ CEMP17PCO - Practical Assignment Creative Entrepreneurship	8
▫ CEMP17MVO - Marketing and Sales Organisations Assignment	4
▫ CEMP17MVT - Marketing and Sales Organisations Theory	3
▫ CEMP17RKV - Calculation Skills incl. Commercial Calculations	3
▫ CEMP17CRM - CRM	2
▫ CEMP17SAL - Sales	4
▫ CEMP17MSMO - Marketing Communication and Social Media Assignment	4
▫ CEMP17MSMT - Marketing Communication and Social Media Theory	2
Year 2 Marketing	60
□ Module C: Marketing and Communication Plan	30
▫ CEMB19EMP - Final Assignment Marketing Plan	10
▫ CEMB19OMK - Operational Marketing	5
▫ CEMB18ACC - Accountability	5
▫ CEMB18CTR - Communication Training	5
▫ CEMB18CPL - Communicatie Plan	5
□ Module D: Market Research and Online Marketing	30
▫ CEMB19EMO - Final Assignment Market Research	10
▫ CEMB18OZT - Research Methods Theory	5
▫ CEMB18OZO - Research Methods Assignment	5
▫ CEMB19DMT - Data Driven Marketing	5
▫ CEMB18OMO - Online Marketing Assignment	5
Year 3 Marketing	60
□ Module E: Marketing Strategy and Management	30
▫ CEMB19EMM - Final Assignment Marketing Strategy and Management	10
▫ CEMB19MST - Marketing Strategy	5
▫ CEMB19MOR - Marketing Organisation	5
▫ CEMB20ICL - Internal Communication and Leadership	10
□ Module F: International Entrepreneurship	30
▫ CEMB19EIO - Final assignment International Entrepreneurship	10
▫ CEMB19AMS - Account Management and Sales	5
▫ CEMB20ION - International Entrepreneurship	5
▫ CEMB19ENG2PR - English 2 (Presentation)	5
▫ CEMB19ENG2PO - English 2 (Portfolio)	5
Year 4 Marketing	60
□ Module G: Minor/Work experience	30
▫ CEMB19WERK - Work experience	30
□ Module H: Work Placement	30
▫ CEMB19STG - Work Placement	30