

Marketing Major Marketing and Communication Management

Programme	EC
Year 1 Marketing Major MCM	60
□ Block 1: Market Orientation	15
▫ MMVP15IOP1 - Integral Assignment 1 - Project (MKT/Research)	3
▫ CEVP20PPG1 - Personal and professional growth 1	2
▫ CEVP19MKT1 - Market Orientation - Marketing 1	2
▫ MMVP15AEC - Market Orientation - Economics	2
▫ CEVP20BCN1 - Business Communication Dutch 1	2
▫ CEVP20ENG1 - English 1	1
▫ CEVP20MAJ - Major Orientation	3
□ Block 2: The Market Focused Organization	15
▫ CEVP20IOP2 - Integral Assignment 2	5
▫ CEVP20PPG2 - Personal and professional growth 2	3
▫ CEVP19MOR - Marketing 2 and Organisational Behaviour	4
▫ CEVP20BCN2 - Business Communication Dutch 2	1
▫ CEVP20ENG2 - English 2	2
□ Block 3: Marketing Strategy	15
▫ CEVP20IOP3 - Integral Assignment 3	4
▫ CEVP20PPG3 - Personal and professional growth 3	4
▫ CEVP19MKT3 - Marketing Strategy - Marketing 3	2
▫ MMVP15BEC1 - Marketing Strategy - Finance & Accounting 1	2
▫ CEVP20BCN3 - Business Communication Dutch 3	1
▫ CEVP19ENG3 - English 3 (incl. ENG/ENVA)	2
□ Block 4: Customer Contact (operational)	15
▫ CEVP20IOP4 - The Fair	4
▫ CEVP20MCS - Marketing Communication and Sales	2
▫ CEVP15REC - Law/Ethics	1
▫ CEVP15BCN4 - Business Communication Dutch 4	2
▫ CEVP19ENG4 - English 4	2
▫ CEVP20PPG4 - Personal and professional growth 4	4
Year 2 Marketing Major MCM	60
□ Block 5: Market Research (tactical)	15
▫ CEVB16IOP5 - Integral Assignment 5	2
▫ CEVB20OND - General Research	7
▫ CEVB16CSG - Consumer Behaviour	3
▫ CEVB20ENG5 - English 5 Marketing Proposal	2
▫ CEVB19SOL - Application Training	1
□ Block 6: Marketing Communication (tactical)	15
▫ CEVB20MKC - Marketing Communication	5
▫ CEVB19OMK - Online Marketing	5
▫ CEVB15BCN5 - Business Communication Dutch 5	2
▫ CEVB20BCA - Business Calculations	2
▫ CEVB19PRO - Professional performance	1
□ Block 7 and 8: Work Placement (operational / tactical)	30
▫ CEVB16DOC - Start Document	3
▫ CEVB16STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3
Year 3 Marketing Major MCM	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB20MPA - Marketing Planning Analysis	4
▫ CEVB3BEC - Finance & Accounting	2
▫ CEVB19ENG6 - English 6	2
▫ CEVB20INV - Innovation	2
▫ CEVB19INT - Internationalisation	2
▫ CEVB3CMA1 - Thinking Styles and Creativity	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB16IOP10 - Integral Assignment 10	3
▫ CEVB20MPK - Marketing Planning Choices	4
▫ CEVB15BCN6 - Business Communication Dutch 6	2
▫ CEVB18BAO - Business Analysis and Research	2
▫ CEVB3CMA2 - Marketing in Economic Perspective	3
▫ CEVB20PD8 - Personal Development 8	1
□ Block 11: Marketing Communication 2 (strategic)	15

▫ CEVB20IOP11 - Integral Assignment 11	4
▫ CEVB19CVP - Commercial Skills: presenting	2
▫ CEVB18MKM - Brand Management	2
▫ CEVB18OND2 - Research 2	2
▫ CEVB20CRM - Customer Relationship Management	2
▫ CEVB3CMA3 - Marketing, Ethics and Philosophy	3
▫ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB20MVC - Marketing, Sales and Communication	6
▫ CEVB20FGB - Functional Areas	3
▫ CEVB3MAN - Management Skills	2
▫ CEVB20ENG7 - English 7	1
▫ CEVB15CMA4 - Storytelling	3
Year 4 Marketing Major MCM	60
▫ Blocks 13 and 14: Minor by choice <i>electives</i>	30
▫ Blocks 15 and 16: Graduation <i>one of following courses</i>	30
▫ Blocks 15 and 16: Graduation	30
▫ CEVB15AO - Graduation Project	30
▫ Blocks 15 and 16: Honour Graduation Project	30
▫ CEHH19HAO - Honours Graduation Project and Thesis	30

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