

Marketing

Programme	EC
Year 1 Marketing	60
□ Block 1: The Outside World	15
▫ CELP20PFO1 - Portfolio 1	5
▫ CELP21ALO1 - ALO External Analysis	5
▫ CELP20EXA - External Analysis	3
▫ CELP20ONZ - Research	2
□ Block 2: Marketing and the Customer	15
▫ CELP20PFO2 - Portfolio 2	5
▫ CELP21ALO2 - ALO Marketing	5
▫ CELP20MCG - Marketing and Consumer Behavior	3
▫ CELP20MON - Marketing Research	2
□ Block 3: Sales	15
▫ CELP20PFO3 - Portfolio 3	5
▫ CELP20ALO3 - ALO Sales	5
▫ CELP20ENG1 - English 1	3
▫ CELP20CAL - Commercial Calculations	2
□ Block 4: The Organisation	15
▫ CELP20PFO4 - Portfolio 4	5
▫ CELP21ALO4 - ALO Organisation	5
▫ CELP20ORG - Organisation	3
▫ CELP20ENG2 - English 2	2
Year 2 Marketing	60
□ Blocks 5 and 6: Business Analysis	30
▫ CELB21PFI5 - Professional Identity 5	5
▫ CELB21ALO5 - ALO Business Analysis	5
▫ CELB21MOZ - Market Research	5
▫ CELB21BDM - Business and Services Marketing	5
▫ CELB21IMK - International Marketing	5
▫ CELB21ENG3 - English 3	5
□ Blocks 7 and 8: Company Analysis	30
▫ CELB21PFI6 - Professional Identity 6	5
▫ CELB21ALO6 - ALO Company Analysis	5
▫ CELB21BMO - Business Model and Organisation	5
▫ CELB21SMG - Sales Management	5
▫ CELB21MCO - Marketing Communication Online and Offline	5
▫ CELB21ENG4 - English 4	5
Year 3 Marketing	60
□ Block 9: Market Research 2	15
▫ CELH0WEA9 - Work Activities 9	4
▫ CELH0STB9 - Academic Counselling 9	1
▫ CELB15ALO9 - Effectuation Market Research Action Learning	4
▫ CELH0OND - Research Methods	2
▫ CELH3ONL1 - Online Marketing 1	2
▫ CELB19MKC - Marketing Communication	2
□ Block 10: Strategic Marketing 1	15
▫ CELH0WEA10 - Work Activities 10	4
▫ CELH0STB10 - Academic Counselling 10	1
▫ CELB19ALO10 - Strategic Marketing 1 - Action Learning	5
▫ CELB19ONL2 - Online Marketing 2	4
▫ CELB15ENG6 - English 6	1
□ Block 11: Strategic Marketing 2	15
▫ CELH0WEA11 - Work Activities 11	4
▫ CELH0STB11 - Academic Counselling 11	1
▫ CELB16ALO11 - Strategic Marketing 2 - Action Learning	4
▫ CELB16STR2 - Strategic Marketing 2	2
▫ CELH3EXP - Export Plan	2
▫ CELH3IMK - International Marketing	2
□ Block 12: Management Control en Accountability	15
▫ CELH0WEA12 - Work Activities 12	4
▫ CELH0STB12 - Academic Counselling 12	1
▫ CELB15ALO12 - Management Control - Action Learning	4
▫ CELH1MAC - Management Control and Accountability	4

▫ CELB15ENG7 - English 7	2
Year 4 Marketing	60
▫ Block 13: Strategic Analysis	15
▫ CELB16VAM - Change Management	5
▫ CELB16PVA - Plan of Approach	5
▫ CELB16UOZ - Implementation Research	5
▫ Block 14: Consulting and Implementation	15
▫ CELB16AEO - Analysis and Options	6
▫ CELB16AEI - Advice and Implementation	6
▫ CELB16ELP - Evaluation Plan	3
▫ Block 15 and 16: Graduation	30
▫ CELB16AO - Graduation Project	29
▫ CELB19EPF - Final Portfolio	1

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