Hanze University of Applied Sciences Groningen

Marketing Major Digital Marketing

Programme	EC
Year 1 Marketing Major DIM	60
Block 1: External environment	*15*
CEVP21ONZ1 - Domain Research 1	*5*
CEVP21MKT1 - Domain Marketing 1	*5*
CEVP21PPG1 - Domain Professional and personal growth 1	*5*
Block 2: Internal environment	*15*
CEVP21ONZ2 - Domain Research 2	*5*
CEVP21MKT2 - Domain Marketing 2	*5*
CEVP21PPG2 - Domain Professional and personal growth 2	*5*
Block 3: Marketing decisions	*15*
CEVP21ONZ3 - Domain Research 3	*5*
CEVP21MKT3 - Domain Marketing 3	*5*
CEVP21PPG3 - Domain Professional and personal growth 3	*5*
Block 4: The Fair	*15*
CEVP21DIMONZ4 - Domain Research 4	*5*
CEVP21DIMMKT4 - Domain Marketing 4	*5*
CEVP21PPG4 - Domain Professional and personal growth 4	*5*
Year 2 Marketing Major DIM	60
Block 5: Market Research, Customer Choice (Tactical)	*15*
CEVB16IOP5 - Integral Assignment 5	*2*
CEVB20OND - General Research	*7*
CEVB16CSG - Consumer Behaviour	*3*
CEVH2ENG5 - English 5 Marketing Proposal	*2*
CEVB20SOL - Application Training	*1*
Block 6: Digital Marketing	*15*
CEVB20DIMCRM - Customer Relationship Management	*5*
CEVB20DIMBIT - Business Intelligence	*5*
CEVB15BCN5 - Business Communication Dutch 5	*2*
CEVH2BCA - Business Calculations	*2*
CEVB20PRO - Professional performance	*1*
Blocks 7 and 8: Work Placement	*30*
CEVB21DOC - Start Document	*3*
CEVB21STG - Report Company Assignment	*24*
CEVB17PD7 - Personal Development 7	*3*
Year 3 Marketing Major DIM	60
Block 09: Marketing Planning: Analysis (strategic)	*15*
CEVB21MPA - Marketing Planning Analysis	*4*
CEVH3BEC - Finance & Accounting	*2*
CEVB20ENG6 - English 6	*2*
CEVB20DIMDVS - Data Visualization	*2*
CEVB20DIMZMD - Search Engine Marketing & Display Advertising	*2*
CEVH3CMA1 - Thinking Styles and Creativity	*3*
Block 10: Marketing Planning: The Choices (strategic)	*15*
CEVB16IOP10 - Integral Assignment 10	*3*
CEVB21MPK - Marketing Planning Choices	*4*
CEVB15BCN6 - Business Communication Dutch 6	*2*
CEVB18BAO - Business Analysis and Research	*2*
CEVH3CMA2 - Marketing in Economic Perspective	*3*
CEVB20PD8 - Personal Development 8	*1*
Block 11: Digital Marketing Strategy	*15*
CEVB20DIMSCM - Social Marketing	*2*
CEVB20DIMAPB - Applied Psychology & Branding	*3*
CEVB18OND2 - Research 2	*2*
CEVB20DIMIOP11 - Integral Assignment 11	*3*
CEVB20DIMOID - Organisational Innovation & Design	*2*
CEVH3CMA3 - Marketing, Ethics and Philosophy	*3*
Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	*15*
CEVB21MVC - Marketing, Sales and Communication	*6*
CEVB21FGB - Functional Areas	*3*
CEVH3MAN - Management Skills	*2*
CEVB21ENG7 - English 7	*1*

▫ CEVB15CMA4 - Storytelling	*3*
Year 4 Marketing Major DIM	60
▢ Blocks 13 and 14: Minor by choice	*30*
electives	
▢ Blocks 15 and 16: Graduation	*30*
▫ CEVB15AO - Graduation Project	*30*

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