Marketing

Programme	EC
Year 1 Marketing	60
Block 1 and 2: Market analysis	*30*
CELP25GOM - Group assignment Market analysis	*10*
CELP25SPF1 - Skills portfolio 1	*10*
CELP25MKT1 - Marketing 1	*5*
CELP25ONZ - Research	*5*
Block 3 and 4: Product development	*30*
CELP25GOP - Group assignment Product development	*10*
CELP25SPF2 - Skills portfolio 2	*10*
CELP25MKT2 - Marketing 2	*5*
CELP25CCC - Commercial calculations	*5*
Year 2 Marketing	60
Blocks 5 and 6: Business Analysis	*30*
CELB26GIM - Group Assignment Innovation Management	*10*
CELB26OGM - Individual Assignment Integrated Marketing Communication	*10*
CELB26SPF3 - Skills portfolio 3	*5*
CELB26BMO - Business Model and Organisation	*5*
Blocks 7 and 8: Company Analysis	*30*
CELB26OSM - Individual Assignment in Sales Management	*10*
CELB26SVH - Sales Skills	*5*
CELB26SPF4 - Skills portfolio 4	*5*
CELB26SLS - Sales	*5*
CELB26ARM - Account & Relationship Management	*5*
Year 3 Marketing	60
Block 9 and 10: Marketing strategy	*30*
CELB22PFI7 - Professional Identity 7	*5*
CELB22ALO7 - ALO Marketing Strategy	*5*
CELB22CMM - Corporate Management and Marketing Strategy	*5*
CELB23LSC - Leadership and Culture	*5*
CELB22FMR - Financial Management and Law	*5*
CELB22INM - Innovation Management	*5*
Block 11 and 12: Marketing advice and execution	*30*
CELB22PFI8 - Professional Identity 8	*5*
CELB22ALO8 - ALO Marketing Execution Plan	*5*
CELB22OMC - Online and Offline Marketing Communication	*5*
CELB22BSM - Business marketing and sales management	*5*
CELB22BCT - Business Controlling	*5*
CELB22TVM - Transformation and change management	*5*
Year 4 Marketing	60
Block 13 and 14: Entrepreneurship and Culture	*30*
CELB23MVK - Market Exploration/Potential	*5*
CELB23PTT - Prototype	*10*
CELB23BDB - Company Visits	*5*
CELB23PDT - Product Testing	*5*
CELB23EPD - End Product	*5*
Block 15 and 16: Graduation	*30*
CEXB26AO - Graduation Project	*30*

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