

Vak: Customer-centric marketing campaign

credits: 10

Vakcode	CIVP26CCMC	Werkvormen	Hoorcollege
Naam	Customer-centric marketing campaign		Werkcollege
Studiejaar	2026-2027	Toetsen	Customer-centric marketing campaign -
ECTS credits	10		Overige toetsing
Taal	Engels		
Coördinator	L. Dijkstra		

Leeruitkomsten

The Marketing Management programme is English taught. Please search for Marketing Management in the English ECTS Course Catalogue: <https://catalogue.hanze.nl/en/>.

Inhoud

The Marketing Management programme is English taught. Please search for Marketing Management in the English ECTS Course Catalogue: <https://catalogue.hanze.nl/en/>.

Opgenomen in opleiding(en)

Marketing Management

School(s)

Ondernemen, Communicatie & Marketing