

Vak: Fundamentals of Marketing

credits: 5

Vakcode CIVP26FOM
Naam Fundamentals of Marketing
Studiejaar 2026-2027
ECTS credits 5
Taal Engels
Coördinator O. Baart

Werkvormen Hoorcollege
Toetsen Fundamentals of Marketing - Computer, organisatie ToetsCentrum

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