

Marketing Management

Programma

EC

Year 1 Marketing Management

60

□ Block 1: Marketing in a global world	15
▫ CIVP24FOM - Fundamentals of Marketing	5
▫ CIVP19IPA1 - Integrated Project Assignment 1	5
▫ CIVP23PI1 - Professional Identity 1	5
□ Block 2: Marketing and Communication	15
▫ CIVP24OCM - Omnichannel Marketing	5
▫ CIVP19IPA2 - Integrated Project Assignment 2	5
▫ CIVP23PI2 - Professional Identity 2	5
□ Block 3: Working the Markets	15
▫ CIVP24MBE - Marketing in the Business Environment	5
▫ CIVP20IPA3 - Integrated Project Assignment 3	5
▫ CIVP23PI3 - Professional Identity 3	5
□ Block 4: Customer Relations	15
▫ CIVP24MAS - Marketing and Sales	5
▫ CIVP19IPA4 - Integrated Project Assignment 4	5
▫ CIVP23PI4 - Professional Identity 4	5

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