

Marketing Management

Programma	EC
Year 2 Marketing Management	60
□ Block 5: Consumer Behaviour	15
▫ CIVB25IPA5 - Integrated Project Assignment 5	5
▫ CIVB25UCB - Understanding Consumer Behaviour	5
▫ CIVB25QRS - Quantitative Research Skills	5
□ Block 6: Marketing in a Digital World	15
▫ CIVB25OCM2 - Omnichannel Marketing 2	5
▫ CIVB20IPA6 - Integrated Project Assignment 6	5
▫ CIVB26PI5 - Professional Identity 5	5
□ Block 7: Marketing Planning	13
▫ CIVB22MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB26PI6 - Professional Identity 6	3
□ Block 8: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB26PI7 - Professional Identity 7	2
□ Elective Year 2	5
<i>één van de onderstaande onderdelen</i>	
□ Elective Innovation Lab	5
▫ CIVB24INL - Innovation Lab	5
□ Elective Change Management	5
▫ CIVB20CHM - Change Management	5