

## Marketing Management

| Programma                                                      | EC |
|----------------------------------------------------------------|----|
| Year 1 Marketing Management                                    | 60 |
| □ Block 1: Marketing in a global world                         | 15 |
| ▫ CIVP26FOM - Fundamentals of Marketing                        | 5  |
| ▫ CIVP26MES - Market Entry Strategy                            | 10 |
| □ Block 2: Customer-centric marketing                          | 15 |
| ▫ CIVP26DCEE - Digital customer experience and ethics          | 5  |
| ▫ CIVP26CCMC - Customer-centric marketing campaign             | 10 |
| □ Block 3: Marketing and Innovation                            | 10 |
| ▫ CIVP26PRD - Product Development                              | 10 |
| □ Language                                                     | 5  |
| <i>één van de onderstaande onderdelen</i>                      |    |
| □ Language Non-Dutch-speaking students (Mandatory)             | 5  |
| <i>één van de onderstaande onderdelen</i>                      |    |
| □ Dutch Language and Culture A1                                | 5  |
| ▫ LCK25DUTA1 - Dutch Language and Culture A1                   | 5  |
| □ Language Dutch-speaking students (choose 1 foreign language) | 5  |
| <i>één van de onderstaande onderdelen</i>                      |    |
| □ Academic English                                             | 5  |
| ▫ LCK25AENG1 - Academisch Engels B2                            | 5  |
| □ German A2                                                    | 5  |
| ▫ LCK25DUI1 - Duitse Taal en Cultuur A2                        | 5  |
| □ French A1                                                    | 5  |
| ▫ LCK25FRE1 - Franse Taal en Cultuur A1                        | 5  |
| □ Italian A1                                                   | 5  |
| ▫ LCK25ITA1 - Italiaanse Taal en Cultuur A1                    | 5  |
| □ Spanish A1                                                   | 5  |
| ▫ LCK25SPA1 - Spaanse Taal en Cultuur A1                       | 5  |
| □ Spanish A2                                                   | 5  |
| ▫ LCK25SPA2 - Spaanse Taal en Cultuur A2                       | 5  |
| □ Block 4: Sales & Entrepreneurship                            | 15 |
| ▫ CIVP26SES - Sales & Entrepreneurship                         | 15 |
| 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  |
| Year 3 Marketing Management                                    | 60 |
| □ Block 9 and 10: Work Placement                               | 30 |
| ▫ CIVB26DOC - Start Document                                   | 3  |
| ▫ CIVB26ASS - Report Company Assignment                        | 24 |
| ▫ CIVB26PIWP - Professional Identity Work Placement            | 3  |

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| □ Blocks 11 and 12: Minor by choice<br>vrije keuzeruimte | 30 |
| Year 4 Marketing Management                              | 60 |
| □ Block 13: Marketing Electives 1                        | 5  |
| ▫ CIVB22PIA - Professional Identity Advanced             | 5  |
| □ Block 13 Elective 1                                    | 5  |
| <i>één van de onderstaande onderdelen</i>                |    |
| □ Elective Communications and Visualisation              | 5  |
| ▫ CIVB22CAV - Communications and Visualisation           | 5  |
| □ Elective Dot, dot, dot Marketing                       | 5  |
| ▫ CIVB24DDD - Dot, dot, dot Marketing                    | 5  |
| □ Elective Business Development                          | 5  |
| ▫ CIVB22SAL - Business Development                       | 5  |
| □ Block 13 Elective 2                                    | 5  |
| <i>één van de onderstaande onderdelen</i>                |    |
| □ Elective Communications and Visualisation              | 5  |
| ▫ CIVB22CAV - Communications and Visualisation           | 5  |
| □ Elective Dot, dot, dot Marketing                       | 5  |
| ▫ CIVB24DDD - Dot, dot, dot Marketing                    | 5  |
| □ Elective Business Development                          | 5  |
| ▫ CIVB22SAL - Business Development                       | 5  |
| □ Block 14: Marketing Electives 2                        | 5  |
| ▫ CIVB22PFP - Preparations Final Projects                | 5  |
| □ Block 14 Elective 1                                    | 5  |
| <i>één van de onderstaande onderdelen</i>                |    |
| □ Elective Start-up, scale-up, grow-up                   | 5  |
| ▫ CIVB22SSG - Start-up, scale-up, grow-up                | 5  |
| □ Elective Smart Marketing                               | 5  |
| ▫ CIVB22SMM - Smart Marketing                            | 5  |
| □ Elective Consumer Psychology & Behaviour               | 5  |
| ▫ CIVB22CPB - Consumer Psychology & Behavior             | 5  |
| □ Block 14 Elective 2                                    | 5  |
| <i>één van de onderstaande onderdelen</i>                |    |
| □ Elective Start-up, scale-up, grow-up                   | 5  |
| ▫ CIVB22SSG - Start-up, scale-up, grow-up                | 5  |
| □ Elective Smart Marketing                               | 5  |
| ▫ CIVB22SMM - Smart Marketing                            | 5  |
| □ Elective Consumer Psychology & Behaviour               | 5  |
| ▫ CIVB22CPB - Consumer Psychology & Behavior             | 5  |
| □ Blocks 15 and 16: Graduation                           | 30 |
| ▫ CIVB19AO - Graduation Project                          | 30 |

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