



Faculty of Business, Languages & Information Technology Studies - Aalst
-- HOGESCHOOL GENT --
 Faculty of Business, Languages & Information Technology Studies - Aalst

2nd year Business management Section marketing
 [Academic Year 2003 - 2004]
 (valid until 2003 - 2004)

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy	J	37.5	12.5		150	6
2	Consumer psychology	2	25.0			75	3
3	Market research	J	12.5	25.0		125	5
4	Applied informatics	2		37.5		125	5
5	Distribution & sale	J	37.5	12.5		150	6
6	Business-to-business	1	25.0			75	3
7	Marketing communication	2	37.5	12.5		150	6
8	Service marketing	J	25.0	12.5		100	4
9	Communicational skills	J		12.5		100	4
10	French	J	25.0	37.5		150	6
11	English	J	25.0	25.0		125	5
12	German/Spanish		25.0	12.5		100	4
	- German	J	25.0	12.5		100	4
	- Spanish	J	25.0	12.5		100	4
13	Optional courses : Select 1					75	3
	- Studium general	2	25.0			75	3

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No.	Course	Sem.	A	B	C	D	E
	- Graphical design	2		25.0		75	3
	Code: OGBBRM - 00 - 02 version : 02					1500	60