



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

Faculty of Business, Languages & Information Technology Studies - Aalst

3rd year Business management Section marketing

[Academic Year 2003 - 2004]

(only valid in the Academic Year: 2003 - 2004)

No.	Course	Sem.	A	B	C	D	E
1	retail trade marketing			25.0		75	3
2	International marketing		12.5	12.5		75	3
3	E-marketing		12.5	12.5		75	3
4	Price policy		25.0			75	3
5	Marketing project				25.0	100	4
6	French		25.0	12.5		100	4
7	English		25.0	12.5		100	4
8	Spanish			25.0		75	3
	- German			25.0		75	3
	- Spanish			25.0		75	3
9	Traineeship				225.0	625	25
10	Optional courses : Select 2					200	8
	- Direct marketing		25.0	12.5		100	4
	- Marketing communication		25.0	12.5		100	4
	- Sales management		25.0	12.5		100	4
	- Purchase- and sales techniques		12.5	25.0		100	4

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

Faculty of Business, Languages & Information Technology Studies - Aalst

3rd year Business management Section marketing

[Academic Year 2003 - 2004]

(only valid in the Academic Year: 2003 - 2004)

No.	Course	Sem.	A	B	C	D	E
	- Marketing data system		12.5	25.0		100	4
	- Applied statistics		12.5	25.0		100	4
	Code: OGBBRM - 00 - 03 version : 02					1500	60