



**Faculty of Business, Languages & Information Technologystudies - Aalst  
-- HOGESCHOOL GENT --**

2nd year Business managementSection marketing  
[Academic Year 2004 - 2005]

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy	J	37.5	12.5		<b>150</b>	<b>6</b>
2	Consumer psychology	2	25.0			<b>75</b>	<b>3</b>
3	Market research	J	12.5	25.0		<b>125</b>	<b>5</b>
4	Applied information technology	2		37.5		<b>125</b>	<b>5</b>
5	Distribution & sales	J	37.5	12.5		<b>150</b>	<b>6</b>
6	Business-to-business	1	25.0			<b>75</b>	<b>3</b>
7	Marketing communication	2	37.5	12.5		<b>150</b>	<b>6</b>
8	Service marketing	J	25.0	12.5		<b>100</b>	<b>4</b>
9	Communication skills	J		12.5		<b>100</b>	<b>4</b>
10	French	J	25.0	37.5		<b>150</b>	<b>6</b>
11	English	J	25.0	25.0		<b>125</b>	<b>5</b>
12	German/Spanish		25.0	12.5		<b>100</b>	<b>4</b>
	- German	J	25.0	12.5		100	4
	- Spanish	J	25.0	12.5		100	4
13	Optional courses : Select 1					<b>75</b>	<b>3</b>
	- Studium generale	2	25.0			75	3
	- Graphic design	2		25.0		75	3
	Code: OGBBRM - 00 - 02 version : 03					<b>1500</b>	<b>60</b>