



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

3rd year Business management Section marketing
 [Academic Year 2004 - 2005]

No.	Course	Sem.	A	B	C	D	E
1	Database management			25.0		75	3
2	International marketing		12.5	12.5		75	3
3	E-marketing		12.5	12.5		75	3
4	Pricing 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	German / Spanish			25.0		75	3
	- German			25.0		75	3
	- Spanish			25.0		75	3
9	Work placement				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
	- Purchasing and sales techniques		12.5	25.0		100	4
	- Marketing information systems		12.5	25.0		100	4
	- Applied statistics		12.5	25.0		100	4

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	Code: OGGBRM - 00 - 03 version : 03					1500	60