



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

3de jaar Bedrijfsbeheer optie Marketing
 [Academic Year 2004 - 2005]
 (valid starting from 2004 - 2005)

No.	Course	Sem.	A	B	C	D	E
1	Marketingstrategie en prijsbeleid		62.5	12.5	12.5	225	9
2	Marketingcommunicatie I		37.5	12.5	12.5	150	6
3	Distributie & verkoop		37.5	12.5	12.5	150	6
4	Marktonderzoek		12.5	25.0	12.5	125	5
5	Dienstenmarketing		25.0	12.5		100	4
6	Business-to-business		25.0			75	3
7	Consumentenpsychologie		25.0			75	3
8	Marketingproject				100.0	100	4
9	Frans		25.0	12.5	12.5	100	4
10	Engels		25.0	12.5	12.5	100	4
11	Marketingcommunicatie II		37.5	12.5	25.0	150	6
12	Inkoop- en verkoopmanagement		25.0	25.0	25.0	150	6
	Code: OGBBRM - 01 - 03 version : 01					1500	60