



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

3rd year Bachelor in business studies - Main Subject: Marketing
 [Academic Year 2004 - 2005]
 (valid starting from 2006 - 2007)

No.	Course	Ref.	Sem.	P-T 2Y.	A	B	C	D	E
1	International marketing		1	1	25.0		12.5	100	4
2	E-marketing		1	1	12.5	12.5		100	4
3	Professional language training: French IV		1	1	12.5	12.5	12.5	100	4
4	Professional language training: English III		1	1	12.5	12.5	12.5	100	4
5	Marketing project		1	1		25.0	225.0	250	10
6	Work placement and final report		2	2			500.0	500	20
7	Optional subjects package III : select one			1				75	3
	- Studium generale	M	1		10.0		65.0	75	3
	- German III		1		25.0			75	3
	- Spanish III		1		25.0			75	3
	- Web design		1			25.0		75	3
8	Optional subjects package IV : select two			2				275	11
	- Marketing communication		1		50.0	25.0	25.0	200	8
	- Database management completion		1		12.5	12.5		75	3
	- Sales management		1		37.5	37.5	25.0	200	8
	- Purchase management		1		25.0			75	3
	- Marketing information systems		1		25.0	50.0	25.0	200	8

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

3rd year Bachelor in business studies - Main Subject: Marketing
[Academic Year 2004 - 2005]
(valid starting from 2006 - 2007)

No.	Course	Ref.	Sem.	P-T 2Y.	A	B	C	D	E
	- Specific application kits		1			25.0		75	3
	Code: OCBMGM - 00 - 03 version : 01							1500	60

DT = courses can be taken on a part-time basis, 1 = first part, 2 = second part, etc