



Faculty of Business Studies -- HOGESCHOOL GENT --							
2nd year Business management Section marketing [Academic Year 2004 - 2005]							
No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy		37.5	12.5		<b>150</b>	<b>6</b>
2	Consumer psychology		25.0			<b>75</b>	<b>3</b>
3	Market research		12.5	25.0		<b>125</b>	<b>5</b>
4	Applied information technology			37.5		<b>125</b>	<b>5</b>
5	Distribution & sales		37.5	12.5		<b>150</b>	<b>6</b>
6	Business-to-business		25.0			<b>75</b>	<b>3</b>
7	Marketing communication		37.5	12.5		<b>150</b>	<b>6</b>
8	Service marketing		25.0	12.5		<b>100</b>	<b>4</b>
9	Communication skills			12.5		<b>100</b>	<b>4</b>
10	French		25.0	37.5		<b>150</b>	<b>6</b>
11	English		25.0	25.0		<b>125</b>	<b>5</b>
12	German / Spanish		25.0	12.5		<b>100</b>	<b>4</b>
	- German		25.0	12.5		100	4
	- Spanish		25.0	12.5		100	4
13	Optional subjects : select one					<b>75</b>	<b>3</b>
	- Studium generale		25.0			75	3
	- Graphic design			25.0		75	3
Code: RGBBRM - 00 - 02 version : 02						<b>1500</b>	<b>60</b>