



**Faculty of Business Studies
-- HOGESCHOOL GENT --**

3rd year Business Management Section marketing Study Time Reduction
[Academic Year 2004 - 2005]
(valid starting from 2004 - 2005)

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy and pricing policy		62.5	12.5	12.5	225	9
2	Marketing communication I		37.5	12.5	12.5	150	6
3	Distribution & sales		37.5	12.5	12.5	150	6
4	Market research		12.5	25.0	12.5	125	5
5	Service marketing		25.0	12.5		100	4
6	Business to business		25.0			75	3
7	Consumer psychology		25.0			75	3
8	Marketing project				100.0	100	4
9	French		25.0	12.5	12.5	100	4
10	English		25.0	12.5	12.5	100	4
11	Marketing communication II		37.5	12.5	25.0	150	6
12	Purchasing and sales techniques		25.0	25.0	25.0	150	6
	Code: RGBBRM - 01 - 03 version : 01					1500	60