



**Faculty of Business Studies**  
**-- 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  | <b>100</b> | <b>4</b>  |
| 2   | E-marketing   |      | 1    | 1       | 12.5 | 12.5 |       | <b>100</b> | <b>4</b>  |
| 3   | Professional language training: French IV   |      | 1    | 1       | 12.5 | 12.5 | 12.5  | <b>100</b> | <b>4</b>  |
| 4   | Professional language training: English III   |      | 1    | 1       | 12.5 | 12.5 | 12.5  | <b>100</b> | <b>4</b>  |
| 5   | Marketing project   |      | 1    | 1       |      | 25.0 | 225.0 | <b>250</b> | <b>10</b> |
| 6   | Work placement and final report   |      | 2    | 2       |      |      | 500.0 | <b>500</b> | <b>20</b> |
| 7   | Optional subjects III : select one  |      |      | 1       |      |      |       | <b>75</b>  | <b>3</b>  |
|     | - 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 : select one out of 3 packages<br>Communication / Sales and Purchase Management / Marketing Information Systems |      |      | 2       |      |      |       | <b>275</b> | <b>11</b> |
|     | - Marketing communication   |      | 1    |         | 50.0 | 25.0 | 25.0  | 200        | 8         |
|     | - Databasebeheer vervolmaking   |      | 1    |         | 12.5 | 12.5 |       | 75         | 3         |
|     | - Sales management  |      | 1    |         | 37.5 | 37.5 | 25.0  | 200        | 8         |
|     | - Inkoopmanagement  |      | 1    |         | 25.0 |      |       | 75         | 3         |

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|-----|-------------------------------------|------|------|---------|------|------|------|-------------|-----------|
|     | - Marketing information systems     |      | 1    |         | 25.0 | 50.0 | 25.0 | 200         | 8         |
|     | - Specifieke toepassingspakketten   |      | 1    |         |      | 25.0 |      | 75          | 3         |
|     | Code: RCBMGM - 00 - 03 version : 01 |      |      |         |      |      |      | <b>1500</b> | <b>60</b> |

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