

**Faculty of Business Administration & Public Administration  
-- HOGESCHOOL GENT --**

1st year Master in business administration - Main Subject: Marketing management  
[Academic Year 2005 - 2006]  
(valid starting from 2007 - 2008)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Marketingmanagement		1	42.0	8.0	28.0	<b>270</b>	<b>9</b>
2	Marketingcommunicatie en Media		1	34.0	18.0		<b>180</b>	<b>6</b>
3	Marktonderzoek		1	26.0	6.0	20.0	<b>180</b>	<b>6</b>
4	Consumentengedrag en Maatschappij		1	44.0	8.0		<b>180</b>	<b>6</b>
5	Sociale marketing		1	14.0	2.0	10.0	<b>90</b>	<b>3</b>
6	Distributieleer		1	10.0		19.0	<b>90</b>	<b>3</b>
7	Inkoopbeleid			22.0	4.0		<b>90</b>	<b>3</b>
8	Masterproef		1	10.0	10.0	500.0	<b>720</b>	<b>24</b>
Code: HMHAWM - 00 - 01 version : 01							<b>1800</b>	<b>60</b>

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