



Faculty of Business Studies
-- HOGESCHOOL GENT --

3rd year Bachelor in business studies - Main Subject: Marketing
[Academic Year 2005 - 2006]
(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 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 : select one out of 3 packages Communication / Sales and Purchase Management / Marketing Information Systems			2				275	11
	- 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							1500	60

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