



**Faculty of Business, Languages & Information Technologystudies - Aalst
-- HOGESCHOOL GENT --**

2nd year Business managementSection marketing
[Academic Year 2006 - 2007]

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy	1	37.5	12.5		150	6
2	Consumer psychology	2	25.0			75	3
3	Market research		12.5	25.0		125	5
4	Applied information technology			37.5		125	5
5	Distribution & sales		37.5	12.5		150	6
6	Business-to-business		25.0			75	3
7	Marketing communication		37.5	12.5		150	6
8	Service marketing		25.0	12.5		100	4
9	Communication skills			12.5		100	4
10	French	2	25.0	37.5		150	6
11	English		25.0	25.0		125	5
12	German/Spanish		25.0	12.5		100	4
	- German		25.0	12.5		100	4
	- Spanish		25.0	12.5		100	4
13	Optional courses : Select 1					75	3
	- Studium generale		25.0			75	3
	- Graphic design			25.0		75	3
	Code: OGBBRM - 00 - 02 version : 03					1500	60