

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

3rd year Business managementSection marketing
[Academic Year 2006 - 2007]

No.	Course	Sem.	A	B	C	D	E
1	Database management	1		25.0		75	3
2	International marketing	1	12.5	12.5		75	3
3	E-marketing	1	12.5	12.5		75	3
4	Pricing policy	1	25.0			75	3
5	Marketing project	1			25.0	100	4
6	French	1	25.0	12.5		100	4
7	English	1	25.0	12.5		100	4
8	German / Spanish			25.0		75	3
	- German	1		25.0		75	3
	- Spanish	1		25.0		75	3
9	Work placement	2			225.0	625	25
10	Optional courses : Select 2					200	8
	- Direct marketing	1	25.0	12.5		100	4
	- Marketing communication	1	25.0	12.5		100	4
	- Sales management	1	25.0	12.5		100	4
	- Purchasing and sales techniques	1	12.5	25.0		100	4
	- Marketing information systems	1	12.5	25.0		100	4
	- Applied statistics	1	12.5	25.0		100	4

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	Code: OGBBRM - 00 - 03 version : 03					1500	60