



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

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

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Marketingstrategie en prijsbeleid	1	1	62.5	12.5	12.5	<b>225</b>	<b>9</b>
2	Marketingcommunicatie I	2	2	37.5	12.5	12.5	<b>150</b>	<b>6</b>
3	Distributie & verkoop	1	2	37.5	12.5	12.5	<b>150</b>	<b>6</b>
4	Marktonderzoek	2	2	12.5	25.0	12.5	<b>125</b>	<b>5</b>
5	Dienstenmarketing	1	1	25.0	12.5		<b>100</b>	<b>4</b>
6	Business-to-business	2	2	25.0			<b>75</b>	<b>3</b>
7	Consumentenpsychologie	2	2	25.0			<b>75</b>	<b>3</b>
8	Marketingproject	1	1			100.0	<b>100</b>	<b>4</b>
9	Frans	1	2	25.0	12.5	12.5	<b>100</b>	<b>4</b>
10	Engels	1	2	25.0	12.5	12.5	<b>100</b>	<b>4</b>
11	Marketingcommunicatie II	1	2	37.5	12.5	25.0	<b>150</b>	<b>6</b>
12	Inkoop- en verkoopmanagement	1	2	25.0	25.0	25.0	<b>150</b>	<b>6</b>
	Code: OGBBRM - 01 - 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