



Faculty of Business Administration & Public Administration -- HOGESCHOOL GENT --								
1st year Master in business administration - Main Subject: Marketing management [Academic Year 2006 - 2007] (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	270	9
2	Marketingcommunicatie en Media		1	34.0	18.0		180	6
3	Marktonderzoek		1	26.0	6.0	20.0	180	6
4	Consumentengedrag en Maatschappij		1	44.0	8.0		180	6
5	Sociale marketing		1	14.0	2.0	10.0	90	3
6	Distributieleer		1	10.0		19.0	90	3
7	Inkoopbeleid			22.0	4.0		90	3
8	Masterproef		1	10.0	10.0	500.0	720	24
	Code: HMHAWM - 00 - 01 version : 01						1800	60

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