



Faculty of Business, Languages & Information Technology studies - Aalst
-- HOGESCHOOL GENT --

2nd year Bachelor in business studies - Main Subject: Marketing

[Academic Year 2007 - 2008]

(valid starting from 2007 - 2008)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Marketing strategy and pricing policy	1	1	50.0	12.5	12.5	175	7
2	Marketing communication	2	2	50.0	12.5	12.5	175	7
3	Distribution and service marketing	1	1	50.0	12.5	12.5	175	7
4	Business-to-business and individual sale	2	2	50.0		25.0	200	8
5	Spreadsheet applications and database management	1	1		50.0	12.5	150	6
6	Communicational skills I	1	1		12.5	37.5	100	4
7	Professional language training: French II	1	1		25.0	12.5	100	4
8	Professional language training: French III	2	2	12.5	25.0	12.5	125	5
9	Professional language training: English I	1	1		12.5	12.5	75	3
10	Professional language training: English II	2	2		25.0	12.5	75	3
11	Graphic design	2	2		25.0		75	3
12	Selection package II : select one		2	25.0			75	3
	- German II	2		25.0		12.5	75	3
	- Spanish II	2		25.0		12.5	75	3
	- Social Law	2		25.0			75	3
	- Statistic techniques market research	2		12.5	12.5	12.5	75	3
	Code: OCBMGM - 00 - 02 version : 07						1500	60

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