

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 2008 - 2009)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Marketingstrategie en prijsbeleid	1	1	48.0	12.0		175	7
2	Marketingcommunicatie	2	2	48.0	12.0	12.0	175	7
3	Distributie en dienstenmarketing	2	1	48.0	12.0	12.0	175	7
4	Business-to-business en persoonlijke verkoop	1	2	48.0		24.0	175	7
5	ICT II: Data-analyse en databasebeheer	1	1		60.0	12.0	175	7
6	Vakoverschrijdende cases marketing	1	1		24.0	36.0	100	4
7	Beroepsgerichte taaltraining: Frans II	1	1		24.0	12.0	100	4
8	Beroepsgerichte taaltraining: Frans III	2	2	12.0	24.0	12.0	125	5
9	Beroepsgerichte taaltraining Engels I	1	1		12.0	12.0	75	3
10	Beroepsgerichte taaltraining Engels II	2	2		24.0	12.0	75	3
11	Grafisch design	2	2		24.0		75	3
12	Selection package II : select one		2	24.0			75	3
	- German II	2		24.0		12.0	75	3
	- Spanish II	2		24.0		12.0	75	3
	- Social law	2		24.0			75	3
	- Statistische technieken Marktonderzoek	2		12.0	12.0	12.0	75	3
	Code: OCBMGM - 00 - 02 version : 08						1500	60

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