



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

3rd year Bachelor in business studies - Main Subject: Marketing
 [Academic Year 2007 - 2008]
 (valid starting from 2010 - 2011)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Internationale marketing	1	1	24.0		12.0	100	4
2	E-marketing	1	1	12.0	12.0		100	4
3	Beroepsgerichte taaltraining Frans IV	1	1	12.0	12.0	12.0	100	4
4	Beroepsgerichte taaltraining Engels III	1	1	12.0	12.0	12.0	100	4
5	Marketingproject	1	1		24.0	216.0	250	10
6	Work placement and final report	2	2			500.0	500	20
7	Selection package III : select one		1					
	- Studium generale	1		10.0		65.0	75	3
	- Other subject after approval	1					75	3
	- German III	1		24.0			75	3
	- Spanish III	1		24.0			75	3
	- Webdesign	1			24.0		75	3
8	Select one		2					
	- Marketing Communication	1		48.0	24.0	24.0	200	8
	- Databasebeheer vervolmaking	1		12.0	12.0		75	3
	- Verkoopmanagement	1		36.0	36.0	24.0	200	8
	- Inkoopmanagement	1		24.0			75	3

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	Code: OCBMGM - 00 - 03 version : 08						1150	46

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