



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

3rd year Bachelor in business studies Special programme for Prof.Bach.BedrijfsManagement - Main Subject: Marketing
 [Academic Year 2007 - 2008]

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy and pricing policy	1	50.0	12.5	12.5	175	7
2	Marketing communication	2	50.0	12.5	12.5	175	7
3	Distribution and service marketing	1	50.0	12.5	12.5	175	7
4	Business-to-business and individual sale	2	50.0		25.0	200	8
5	Market research	2	37.5	12.5	12.5	150	6
6	Consumer psychology	2	25.0			75	3
7	Marketing project	1			150.0	150	6
8	French	2		25.0	12.5	100	4
9	EnfGLISH			12.5	12.5	75	3
10	International marketing	1	25.0		12.5	100	4
11	E-marketing	1	12.5	12.5		100	4
12	Web design	1		25.0		75	3
13				1000.0		3000	120
	Code: OCBMGM - 01 - 03 version : 01					4550	182