



Faculty of Business Studies
-- HOGESCHOOL GENT --

3rd year Bachelor in business studies Special programme for Lic.& Mast.Handelwetenschappen - Main Subject:
Marketing
[Academic Year 2007 - 2008]

No.	Course	Sem.	A	B	C	D	E
1	Marketingstrategie en prijsbeleid	1	50.0	12.5	12.5	175	7
2	Marketingcommunicatie	2	50.0	12.5	12.5	175	7
3	Distributie & dienstenmarketing	1	50.0	12.5	12.5	175	7
4	Business-to-business & persoonlijke verkoop	2	50.0		25.0	200	8
5	Marktonderzoek	1	37.5	12.5	12.5	150	6
6	Consumentenpsychologie	2	25.0			75	3
7	Marketingproject	2			150.0	150	6
8	Frans	1		25.0	12.5	100	4
9	Engels	1		12.5	12.5	75	3
10	Internationale marketing	1	25.0		12.5	100	4
11	E-marketing	1	12.5	12.5		100	4
12	Webdesign	1		25.0		75	3
Code: RCBMGM - 02 - 03 version : 07						1550	62