



Faculty of Applied Business and ICT (Aalst Campus)
-- HOGESCHOOL GENT --

3rd year Bachelor in business studies - Main Subject: Marketing
 [Academic Year 2008 - 2009]
 (valid from 2010 - 2011 to 2008 - 2009)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	International marketing	1	1	25.0		12.5	100	4
2	E-marketing	1	1	12.5	12.5		100	4
3	Professional language training: French IV	1	1	12.5	12.5	12.5	100	4
4	Professional language training: English III	1	1	12.5	12.5	12.5	100	4
5	Marketing project	1	1		25.0	225.0	250	10
6	Work placement and final report	2	2			500.0	500	20
7	Selection package III : select one		1				75	3
	- Studium generale	1		10.0		65.0	75	3
	- German III	1		25.0			75	3
	- Spanish III	1		25.0			75	3
	- Web design	1			25.0		75	3
	- Other subject after approval	1					75	3
8	Select one		2				275	11
	- Marketing communication	1		50.0	25.0	25.0	200	8
	- Database management completion	1		12.5	12.5		75	3
	- Sales management	1		37.5	37.5	25.0	200	8
	- Purchase management	1		25.0			75	3

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	Code: OCBMGM - 00 - 03 version : 08						1500	60

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