



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

3rd year Bachelor in business studies voor Prof Bach. Bedrijfsmgmt. en Lic/Mast Handelswet. - Main Subject: Marketing
 [Academic Year 2008 - 2009]
 (valid starting from 2008 - 2009)

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	Marktonderzoek	2	48.0	12.0	12.0	200	8
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	Engels	1		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
	Code: OCBMGM - 01 - 03 version : 08					1600	64