



| <b>Faculty of Applied Business</b><br><b>-- HOGESCHOOL GENT --</b>                                                                        |                                                |      |         |      |      |      |             |           |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------|---------|------|------|------|-------------|-----------|
| 2nd year Bachelor in business studies - Main Subject: Marketing<br>[Academic Year 2008 - 2009]<br>(valid from 2009 - 2010 to 2008 - 2009) |                                                |      |         |      |      |      |             |           |
| No.                                                                                                                                       | Course                                         | Sem. | P-T 2Y. | A    | B    | C    | D           | E         |
| 1                                                                                                                                         | Marketing strategy and pricing                 | 1    | 1       | 50.0 | 12.5 | 12.5 | <b>175</b>  | <b>7</b>  |
| 2                                                                                                                                         | Marketing communication                        | 2    | 2       | 50.0 | 12.5 | 12.5 | <b>175</b>  | <b>7</b>  |
| 3                                                                                                                                         | Distribution & service marketing               | 2    | 1       | 50.0 | 12.5 | 12.5 | <b>175</b>  | <b>7</b>  |
| 4                                                                                                                                         | Business-to-business & business-to-consumer    | 1    | 2       | 50.0 |      | 25.0 | <b>200</b>  | <b>8</b>  |
| 5                                                                                                                                         | Spreadsheet applications & database management | 1    | 1       |      | 50.0 | 12.5 | <b>150</b>  | <b>6</b>  |
| 6                                                                                                                                         | Communicational skills I                       | 1    | 1       |      | 12.5 | 37.5 | <b>100</b>  | <b>4</b>  |
| 7                                                                                                                                         | Professional language training: French II      | 1    | 1       |      | 25.0 | 12.5 | <b>100</b>  | <b>4</b>  |
| 8                                                                                                                                         | Professional language training:English II      | 2    | 2       | 12.5 | 25.0 | 12.5 | <b>125</b>  | <b>5</b>  |
| 9                                                                                                                                         | Professional language training:English I       | 1    | 1       |      | 12.5 | 12.5 | <b>75</b>   | <b>3</b>  |
| 10                                                                                                                                        | Professional language training:English II      | 2    | 2       |      | 25.0 | 12.5 | <b>75</b>   | <b>3</b>  |
| 11                                                                                                                                        | Graphic design                                 | 2    | 2       |      | 25.0 |      | <b>75</b>   | <b>3</b>  |
| 12                                                                                                                                        | (Selection package II : select one)            |      | 2       |      |      |      | <b>75</b>   | <b>3</b>  |
|                                                                                                                                           | - German II                                    | 2    |         | 25.0 |      | 12.5 | 75          | 3         |
|                                                                                                                                           | - Spanish II                                   | 2    |         | 25.0 |      | 12.5 | 75          | 3         |
|                                                                                                                                           | - Social legislation                           | 2    |         | 25.0 |      |      | 75          | 3         |
|                                                                                                                                           | - Statistical techniques in Market research    | 2    |         | 12.5 | 12.5 | 12.5 | 75          | 3         |
|                                                                                                                                           | Code: RCBMGM - 00 - 02 version : 08            |      |         |      |      |      | <b>1500</b> | <b>60</b> |

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