

| <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 starting from 2009 - 2010) |                                             |      |         |      |      |      |             |           |
| No.                                                                                                                                 | Course                                      | Sem. | P-T 2Y. | A    | B    | C    | D           | E         |
| 1                                                                                                                                   | Marketingstrategie & prijsbeleid            | 1    | 1       | 48.0 | 12.0 |      | <b>175</b>  | <b>7</b>  |
| 2                                                                                                                                   | Marketingcommunicatie                       | 2    | 2       | 48.0 | 12.0 | 12.0 | <b>175</b>  | <b>7</b>  |
| 3                                                                                                                                   | Distributie & dienstenmarketing             | 2    | 1       | 48.0 | 12.0 | 12.0 | <b>175</b>  | <b>7</b>  |
| 4                                                                                                                                   | Business-to-business & persoonlijke verkoop | 1    | 2       | 48.0 |      | 24.0 | <b>175</b>  | <b>7</b>  |
| 5                                                                                                                                   | ICT II: Data-analyse en databasebeheer      | 1    | 1       |      | 60.0 | 12.0 | <b>175</b>  | <b>7</b>  |
| 6                                                                                                                                   | Vakoverschrijdende cases marketing          | 1    | 1       |      | 24.0 | 36.0 | <b>100</b>  | <b>4</b>  |
| 7                                                                                                                                   | Beroepsgerichte taaltraining Frans II       | 1    | 1       |      | 24.0 | 12.0 | <b>100</b>  | <b>4</b>  |
| 8                                                                                                                                   | Beroepsgerichte taaltraining Frans III      | 2    | 2       | 12.0 | 24.0 | 12.0 | <b>125</b>  | <b>5</b>  |
| 9                                                                                                                                   | Beroepsgerichte taaltraining Engels I       | 1    | 1       |      | 12.0 | 12.0 | <b>75</b>   | <b>3</b>  |
| 10                                                                                                                                  | Beroepsgerichte taaltraining Engels II      | 2    | 2       |      | 24.0 | 12.0 | <b>75</b>   | <b>3</b>  |
| 11                                                                                                                                  | Grafisch design                             | 2    | 2       |      | 24.0 |      | <b>75</b>   | <b>3</b>  |
| 12                                                                                                                                  |                                             |      | 2       |      |      |      | <b>75</b>   | <b>3</b>  |
|                                                                                                                                     | - German II                                 | 2    |         | 24.0 |      | 12.0 | 75          | 3         |
|                                                                                                                                     | - Spanish II                                | 2    |         | 24.0 |      | 12.0 | 75          | 3         |
|                                                                                                                                     | - Statistische technieken Marktonderzoek    | 2    |         | 12.0 | 12.0 | 12.0 | 75          | 3         |
|                                                                                                                                     | - Legal aspects of marketing                | 2    |         | 24.0 |      |      | 75          | 3         |
|                                                                                                                                     | Code: RCBMGM - 00 - 02 version : 09         |      |         |      |      |      | <b>1500</b> | <b>60</b> |

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