

Faculty of Business Studies -- HOGESCHOOL GENT --							
3rd year Bachelor in business studies Special programme for Lic.& Mast.Handelswetenschappen - 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	1	50.0	12.5	12.5	175	7
2	Marketing communication	2	50.0	12.5	12.5	175	7
3	Distribution & service marketing	1	50.0	12.5	12.5	175	7
4	Business-to-business & business-to-consumer	2	50.0		25.0	200	8
5	Market research	1	37.5	12.5	12.5	150	6
6	Consumer psychology	2	25.0			75	3
7	Marketing project	2			150.0	150	6
8	French	1		25.0	12.5	100	4
9	English	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: RCBMGM - 02 - 03 version : 08					1550	62