

Faculty of Applied Business
-- HOGESCHOOL GENT --

professionele Bachelor in het Bedrijfsmanagement - afstudeerrichting: Marketing
 [Academic Year 2008 - 2009]
 (valid starting from 2008 - 2009)

No.	Course	Sem.	A	B	C	D	E
1	Communicatievaardigheden	1	24.0	24.0	12.0	150	6
2	Beroepsgerichte taaltraining Frans I	2	12.0		12.0	75	3
3	- Duits I	2	12.0	12.0		75	3
	- Spaans I	2	12.0	12.0		75	3
	- Europakunde	2	24.0			75	3
4	Prijsbeleid	1	25.0			75	3
5	Persoonlijke verkoop	1	25.0		25.0	125	5
6	Spreadsheet applications & database management	1		50.0	12.5	150	6
7	Professional language training: French II	1		25.0	12.5	100	4
8	Professional language training:English II	2	12.5	25.0	12.5	125	5
9	Professional language training:English I	1		12.5	12.5	75	3
10	Professional language training:English II	2		25.0	12.5	75	3
11	Graphic design	2		25.0		75	3
12	- German II	2	25.0		12.5	75	3
	- Spanish II	2	25.0		12.5	75	3

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No.	Course	Sem.	A	B	C	D	E
	- Social legislation	2	25.0			75	3
	- Statistical techniques in Market research	2	12.5	12.5	12.5	75	3
13	Professional language training: French IV	1	12.5	12.5	12.5	100	4
14	Professional language training: English III	1	12.5	12.5	12.5	100	4
15	Traineeship and paper	2			500.0	500	20
16							
	- 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
	- Course not listed above (requires approval)	1				75	3
17							
	- Marketing communication	1	50.0	25.0	25.0	200	8
	- Databasebeheer vervolmaking	1	12.5	12.5		75	3
	- Sales management	1	37.5	37.5	25.0	200	8
	- Inkoopmanagement	1	25.0			75	3
18							
	- Handels- en financiële technieken	2	24.0			75	3
	- Management	1	72.0		12.0	175	7
	- Statistiek	1	12.0	12.0		75	3
	- Economie	1	36.0			125	5
	- Algemeen, burgerlijk en handelsrecht	2	48.0			150	6
	- Frans	1	12.0	12.0		75	3

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No.	Course	Sem.	A	B	C	D	E
	- Engels	1	12.0	12.0		75	3
	- Taaltraining Frans en Engels	2		24.0	24.0	100	4
	- Marketingstrategie en consumentenpsychologie	2	36.0		12.0	150	6
	- Marktonderzoek	2	48.0	12.0	12.0	200	8
	- Marketing communication	2	50.0	12.5	12.5	175	7
	- Distribution & service marketing	2	50.0	12.5	12.5	175	7
	- Communicational skills I	1		12.5	37.5	100	4
	- International Marketing	1	25.0		12.5	100	4
	- E-marketing	1	12.5	12.5		100	4
	- Marketing project	1		25.0	225.0	250	10
	- Marketingstrategie	1	25.0	12.5	12.5	100	4
	- Business-to-business		25.0			75	3
	Code: RCBMGM - 08 - 03 version : 08					1725	69