



**Faculty of Business, Languages & Information Technology studies - Aalst**  
**-- HOGESCHOOL GENT --**

3rd year Bachelor in business studies Special programme for Prof.Bach.BedrijfsManagement - Main Subject: Marketing  
 [Academic Year 2008 - 2009]

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy and pricing policy	1	50.0	12.5	12.5	<b>175</b>	<b>7</b>
2	Marketing communication	2	50.0	12.5	12.5	<b>175</b>	<b>7</b>
3	Distribution and service marketing	1	50.0	12.5	12.5	<b>175</b>	<b>7</b>
4	Business-to-business and individual sale	2	50.0		25.0	<b>200</b>	<b>8</b>
5	Market research	2	37.5	12.5	12.5	<b>150</b>	<b>6</b>
6	Consumer psychology	2	25.0			<b>75</b>	<b>3</b>
7	Marketing project	1			150.0	<b>150</b>	<b>6</b>
8	French	2		25.0	12.5	<b>100</b>	<b>4</b>
9	EnfGLISH			12.5	12.5	<b>75</b>	<b>3</b>
10	International marketing	1	25.0		12.5	<b>100</b>	<b>4</b>
11	E-marketing	1	12.5	12.5		<b>100</b>	<b>4</b>
12	Web design	1		25.0		<b>75</b>	<b>3</b>
13				1000.0		<b>3000</b>	<b>120</b>
	Code: OCBMGM - 01 - 03 version : 01					<b>4550</b>	<b>182</b>