



Faculty of Business Administration & Public Administration -- HOGESCHOOL GENT --								
1st year Master in business administration - Main Subject: Marketing management [Academic Year 2008 - 2009] (valid starting from 2008 - 2009)								
No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Marketingmanagement	1	1	40.0	8.0	24.0	270	9
2	Marketingcommunicatie en Media	1	1	30.0	18.0		180	6
3	Marktonderzoek	1	2	24.0	6.0	18.0	180	6
4	Consumentengedrag en Maatschappij	1	2	40.0	8.0		180	6
5	Sociale Marketing	1	1	12.0	2.0	10.0	90	3
6	Distributieleer	1	2	9.0		15.0	90	3
7	Inkoopbeleid	1	2	20.0	4.0		90	3
8	Masterproef	2	2	9.0	9.0	462.0	720	24
Code: HMHAWM - 00 - 01 version : 08							1800	60

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