



**Faculty of Business Administration and Public Administration
-- HOGESCHOOL GENT --**

1st year Master in business administration - Main Subject: Marketing management
[Academic Year 2009 - 2010]
(valid starting from 2009 - 2010)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Marketingstrategie	1	1	16.0	8.0		90	3
2	Werkcollege Marketingplanning	1	1		14.0	10.0	90	3
3	Seminarie Marketing	1	1	8.0	16.0		90	3
4	Marketingcommunicatie en Media	1	1	30.0	18.0		180	6
5	Marktonderzoek	1	2	24.0	6.0	18.0	180	6
6	Consumentengedrag en Maatschappij	1	2	40.0	8.0		180	6
7	Sociale Marketing	1	1	12.0	2.0	10.0	90	3
8	Distributieleer	1	2	9.0		15.0	90	3
9	Inkoop en Logistiek	1	2	20.0	4.0		90	3
10	Masterproef	2	2	10.0	10.0	400.0	450	15
11	Stage	2	2			250.0	270	9
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DT = courses can be taken on a part-time basis, 1 = first part, 2 = second part, etc