



Faculty of Applied Business and ICT (Aalst Campus)
-- HOGESCHOOL GENT --

2nd year Bachelor in business studies - Main Subject: Marketing
 [Academic Year 2009 - 2010]

| No. | Course | Sem. | P-T 2Y. | A | B | C | D | E |
|-----|--|------|---------|------|------|------|-------------|-----------|
| 1 | Marketingstrategie en prijsbeleid | 1 | 1 | 48.0 | 12.0 | | 175 | 7 |
| 2 | Marketingcommunicatie | 2 | 2 | 48.0 | 12.0 | 12.0 | 175 | 7 |
| 3 | Distributie en dienstenmarketing | 1 | 1 | 48.0 | 12.0 | 12.0 | 175 | 7 |
| 4 | Business-to-business en persoonlijke verkoop | 2 | 2 | 48.0 | | 24.0 | 175 | 7 |
| 5 | ICT II: Data-analyse en databasebeheer | 1 | 1 | | 60.0 | 12.0 | 175 | 7 |
| 6 | Vakoverschrijdende cases marketing | 1 | 1 | | 24.0 | 36.0 | 100 | 4 |
| 7 | Beroepsgerichte taaltraining Frans II | 1 | 1 | | 24.0 | 12.0 | 100 | 4 |
| 8 | Beroepsgerichte taaltraining Frans III | 2 | 2 | 12.0 | 24.0 | 12.0 | 125 | 5 |
| 9 | Beroepsgerichte taaltraining Engels I | 1 | 1 | | 12.0 | 12.0 | 75 | 3 |
| 10 | Beroepsgerichte taaltraining Engels II | 2 | 2 | | 24.0 | 12.0 | 75 | 3 |
| 11 | Grafisch design | 2 | 2 | | 24.0 | | 75 | 3 |
| 12 | | | 2 | 24.0 | | | 75 | 3 |
| | - German II | 2 | | 24.0 | | 12.0 | 75 | 3 |
| | - Spanish II | 2 | | 24.0 | | 12.0 | 75 | 3 |
| | - Statistische technieken Marktonderzoek | 2 | | 12.0 | 12.0 | 12.0 | 75 | 3 |
| | - Legal aspects of marketing | 2 | | 24.0 | | | 75 | 3 |
| | Code: OCBMGM - 00 - 02 version : 09 | | | | | | 1500 | 60 |

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