



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

3rd year Bachelor in business studies - Main Subject: Marketing  
 [Academic Year 2009 - 2010]  
 (valid from 2010 - 2011 to 2009 - 2010)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	International marketing	1	1	25.0		12.5	<b>100</b>	<b>4</b>
2	E-marketing	1	1	12.5	12.5		<b>100</b>	<b>4</b>
3	Professional language training: French IV	1	1	12.5	12.5	12.5	<b>100</b>	<b>4</b>
4	Professional language training: English III	1	1	12.5	12.5	12.5	<b>100</b>	<b>4</b>
5	Marketing project	1	1		25.0	225.0	<b>250</b>	<b>10</b>
6	Work placement and final report	2	2			500.0	<b>500</b>	<b>20</b>
7			1				<b>75</b>	<b>3</b>
	- 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
	- Other subject after approval	1					75	3
8			2				<b>275</b>	<b>11</b>
	- Marketing communication	1		50.0	25.0	25.0	200	8
	- Database management completion	1		12.5	12.5		75	3
	- Sales management	1		37.5	37.5	25.0	200	8
	- Purchase management	1		25.0			75	3

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	Code: OCBMGM - 00 - 03 version : 09						<b>1500</b>	<b>60</b>

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