



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

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

| No. | Course                                  | Sem. | P-T 2Y. | A    | B    | C     | D          | E         |
|-----|---|------|---------|------|------|-------|------------|-----------|
| 1   | Internationale marketing                | 1    | 1       | 24.0 |      | 12.0  | <b>100</b> | <b>4</b>  |
| 2   | E-marketing                             | 1    | 1       | 12.0 | 12.0 |       | <b>100</b> | <b>4</b>  |
| 3   | Beroepsgerichte taaltraining Frans IV   | 1    | 1       | 12.0 | 12.0 | 12.0  | <b>100</b> | <b>4</b>  |
| 4   | Beroepsgerichte taaltraining Engels III | 1    | 1       | 12.0 | 12.0 | 12.0  | <b>100</b> | <b>4</b>  |
| 5   | Marketingproject                        | 1    | 1       |      | 24.0 | 216.0 | <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         |
|     | - Other subject after approval          | 1    |         |      |      |       | 75         | 3         |
|     | - German III                            | 1    |         | 24.0 |      |       | 75         | 3         |
|     | - Spanish III                           | 1    |         | 24.0 |      |       | 75         | 3         |
|     | - Webdesign                             | 1    |         |      | 24.0 |       | 75         | 3         |
| 8   |   |      | 2       |      |      |       | <b>275</b> | <b>11</b> |
|     | - Marketing Communication               | 1    |         | 48.0 | 24.0 | 24.0  | 200        | 8         |
|     | - Databasebeheer vervolmaking           | 1    |         | 12.0 | 12.0 |       | 75         | 3         |
|     | - Verkoopmanagement                     | 1    |         | 36.0 | 36.0 | 24.0  | 200        | 8         |
|     | - Inkoopmanagement                      | 1    |         | 24.0 |      |       | 75         | 3         |

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|-----|-------------------------------------|------|---------|---|---|---|-------------|-----------|
|     | Code: OCBMGM - 00 - 03 version : 10 |      |         |   |   |   | <b>1500</b> | <b>60</b> |

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