

**Faculty of Applied Business
-- HOGESCHOOL GENT --**

3rd year Bachelor in business studies Special programme for Prof.Bach.Bedrijfsmanagement - Main Subject: Marketing
[Academic Year 2009 - 2010]
(valid starting from 2009 - 2010)

No.	Course	Sem.	A	B	C	D	E
1	Marketingstrategie en prijsbeleid	1	48.0	12.0		175	7
2	Marketingcommunicatie	2	48.0	12.0	12.0	175	7
3	Distributie & dienstenmarketing	2	48.0	12.0	12.0	175	7
4	Business-to-business & persoonlijke verkoop	1	48.0		24.0	175	7
5	Marktonderzoek	2	48.0	12.0	12.0	200	8
6	Consumentenpsychologie	2	18.0		6.0	75	3
7	Marketing project	2			150.0	150	6
8	Beroepsgerichte taaltraining Frans	1		24.0	12.0	100	4
9	Beroepsgerichte taaltraining Engels	1		12.0	12.0	75	3
10	International Marketing	1	25.0		12.5	100	4
11	E-marketing	1	12.5	12.5		100	4
12	Web design	1		25.0		75	3
13	Bedrijfsmanagement: diploma - competenties	1				2925	117
	Code: RCBMGM - 01 - 03 version : 09					4500	180