



Faculty of Business Studies
-- HOGESCHOOL GENT --
 Faculty of Business Studies

2nd year Business management Section marketing
 [Academic Year 2003 - 2004]
 (valid until 2003 - 2004)

No.	Course	Sem.	A	B	C	D	E
1	Marketing strategy		37.5	12.5		150	6
2	Consumer psychology		25.0			75	3
3	Market research		12.5	25.0		125	5
4	Applied information technology			37.5		125	5
5	Distribution & sales		37.5	12.5		150	6
6	Business-to-business		25.0			75	3
7	Marketing communication		37.5	12.5		150	6
8	Service marketing		25.0	12.5		100	4
9	Communication skills			12.5		100	4
10	French		25.0	37.5		150	6
11	English		25.0	25.0		125	5
12			25.0	12.5		100	4
	- German		25.0	12.5		100	4
	- Spanish		25.0	12.5		100	4
13						75	3
	- Studium generale		25.0			75	3

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No.	Course	Sem.	A	B	C	D	E
	- Graphic design			25.0		75	3
	Code: RGBBRM - 00 - 02 version : 01					1500	60