

Four-Year Study Plan of Marketing Management Programme (2024 cohort)

Rev 20240724

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Course Code	Course Title	Year One		Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. BBA (Hons) Core Courses (48 Units)									
ECON2013	Principles of Microeconomics	3							
MKT2003	Principles of Marketing Management	3							
ACCT2043	Principles of Accounting I		3						
BUS1013	Business, Entrepreneurship, and Innovation		3						
BUS2053	Principles of Law			3					
FIN2023	Financial Management			3					
ACCT2053	Principles of Accounting II				3				
BUS3023	Business Research Methods				3				
ECON2003	Principles of Macroeconomics				3				
BUS3003	Business Communications					3			
EBIS2023	Business Analytics					3			
BUS2003	Organisational Behaviour						3		
BUS4093	Management Information Systems						3		
BUS4013	Strategic Management							3	
BUS4073	BBA Project I							3	
BUS4083	BBA Project II								3
II. Major Required Courses (15 Units)									
MKT3033	Consumer Behaviour			3					
MKT3023	Marketing Research					3			
MKT3063	Responsible Marketing					3			
MKT3013	Global Marketing						3		
MKT4003	Marketing Strategy						3		
III. Major Elective Courses (6 Units)									
ME01 ME02								6	
IV. University Core Courses (37 Units)									
UCLC1003	University Chinese	3							
UCLC1013	English for Academic Purposes I	3							
UCLC1023	English for Academic Purposes II		3						
UCLC1033	English for Academic Purposes III			3					
CHI1103	Introduction to Modern Social Theories	3							
CHI1203	Morality and Foundations of Law			3					
CHI1063	Chinese Culture and Modern China				3				
CHI1073	Contemporary Chinese Society and Thought I		3						
CHI1253	Contemporary Chinese Society and Thought II		3						
CHI1193	Contemporary World and China ^①				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence	1							
WPEX2013	Experiential Arts ^②			1					
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④				1				
UCHL1XX3	Healthy Lifestyle ^⑤	1	1	1					
V. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization ^②				3				
	Quantitative Reasoning ^④		3						
	Values and the Meaning of Life ^⑤		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^② , or Science, Technology and Society ^② , or Sustainable Communities ^②				3		3		
Level 3 GE Capstone Courses	Service-Learning Course ^② , or Service Leadership Education Course ^② , or Experiential Learning Course ^② , or Interdisciplinary Independent Study ^②					3			
VI. Free Elective Courses (24 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^③		3		6	6	6	
Total Units: 148		22	22	20	21	21	21	18	3

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

③ MATH1113 Fundamental Mathematics and MATH1103 Calculus will be offered under this category.

④ Students are required to take GFQR1023 Data Analytics for Business under this category.

⑤ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

ME Course List of MKT (2024 cohort)

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Course Code	Course Title	Units
BUS4063	International Business	3
EBIS3083	e-Customer Behaviours and Web Analytics	3
MKT2013	Service Learning and Community Engagement	3
MKT2023	Digital Marketing Strategy	3
MKT3003	Customer Relationship Management	3
MKT3043	Brand Management	3
MKT3053	Marketing Internship	3
MKT3073	Marketing Communications	3
MKT3083	Digital Marketing Analytics	3
MKT3093	Luxury and Fashion Digital Marketing	3
MKT3103	Digital Content Production and Management	3
MKT4013	Services Marketing	3
MKT4023	Marketing Management in China	3
MKT4033	Retail Management	3
MKT4043	Sales Management	3
MKT4053	Business to Business Marketing	3