

# Four-Year Study Plan of Marketing Management Programme (2025 cohort)

Rev 20250422

| Course Code                                      | Course Title                                                                                                                                                                                          | Year One       |        |       | Year Two |       |        | Year Three |       | Year Four |       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|-------|----------|-------|--------|------------|-------|-----------|-------|
|                                                  |                                                                                                                                                                                                       | Sem 1          | Winter | Sem 2 | Sem 1    | Sem 2 | Summer | 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     |          |       |        |            |       |           |       |
| UCAI1003                                         | Introduction to AI Literacy                                                                                                                                                                           |                |        | 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 <sup>①</sup>                                                                                                                                                             |                |        |       |          |       | 2      |            |       |           |       |
| MT1003                                           | Military Training                                                                                                                                                                                     |                | 2      |       |          |       |        |            |       |           |       |
| WPEX1013                                         | Emotional Intelligence                                                                                                                                                                                | 1              |        |       |          |       |        |            |       |           |       |
| WPEX2013                                         | Experiential Arts <sup>②</sup>                                                                                                                                                                        |                |        |       | 1        |       |        |            |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>②</sup> , or Environmental Awareness <sup>②</sup>                                                                                                                              |                |        |       |          | 1     |        |            |       |           |       |
| UCHL1XX3                                         | Healthy Lifestyle <sup>②</sup>                                                                                                                                                                        | 1              |        | 1     | 1        |       |        |            |       |           |       |
| V. General Education Courses (18 Units)          |                                                                                                                                                                                                       |                |        |       |          |       |        |            |       |           |       |
| Level 1<br>Foundational<br>Courses               | History and Civilization <sup>③</sup>                                                                                                                                                                 |                |        |       |          | 3     |        |            |       |           |       |
|                                                  | Quantitative Reasoning <sup>④</sup>                                                                                                                                                                   |                |        | 3     |          |       |        |            |       |           |       |
|                                                  | Values and the Meaning of Life <sup>⑤</sup>                                                                                                                                                           |                |        | 3     |          |       |        |            |       |           |       |
| Level 2<br>Interdisciplinary<br>Thematic Courses | Culture, Creativity and Innovation <sup>②</sup> , or Science,<br>Technology and Society <sup>②</sup> , or Sustainable Communities <sup>②</sup>                                                        |                |        |       |          | 3     |        |            | 3     |           |       |
| Level 3<br>GE Capstone<br>Courses                | Service-Learning Course <sup>②</sup> , or Service Leadership<br>Education Course <sup>②</sup> , or Experiential Learning Course <sup>②</sup> ,<br>or Interdisciplinary Independent Study <sup>②</sup> |                |        |       |          |       |        | 3          |       |           |       |
| VI. Free Elective Courses (24 Units)             |                                                                                                                                                                                                       |                |        |       |          |       |        |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08          |                                                                                                                                                                                                       | 3 <sup>⑥</sup> |        |       | 3        |       |        | 6          | 6     | 6         |       |
| Total Units: 148                                 |                                                                                                                                                                                                       | 20             | 2      | 22    | 20       | 19    | 2      | 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.

# Four-Year Study Plan of Intelligent Business Leadership plus Marketing Management Programme (2025 cohort)

Rev 20260126

| Rev 20260126                                     |                                                                                                                                                             |                  |        |                  |                  |                  |        |                  |       |           |       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------|------------------|------------------|------------------|--------|------------------|-------|-----------|-------|
| Course Code                                      | Course Title                                                                                                                                                | Year One         |        |                  | Year Two         |                  |        | Year Three       |       | Year Four |       |
|                                                  |                                                                                                                                                             | Sem 1            | Winter | Sem 2            | Sem 1            | Sem 2            | Summer | 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     |           |       |
| UCAI1003                                         | Introduction to AI Literacy                                                                                                                                 |                  |        | 3                |                  |                  |        |                  |       |           |       |
| CHII103                                          | Introduction to Modern Social Theories                                                                                                                      |                  |        |                  |                  |                  |        |                  | 3     |           |       |
| CHII203                                          | Morality and Foundations of Law                                                                                                                             | 3                |        |                  |                  |                  |        |                  |       |           |       |
| CHII063                                          | Chinese Culture and Modern China                                                                                                                            |                  |        |                  | 3                |                  |        |                  |       |           |       |
| CHII073                                          | Contemporary Chinese Society and Thought I                                                                                                                  |                  |        | 3                |                  |                  |        |                  |       |           |       |
| CHII253                                          | Contemporary Chinese Society and Thought II                                                                                                                 |                  |        |                  | 3                |                  |        |                  |       |           |       |
| CHII193                                          | Contemporary World and China <sup>①</sup>                                                                                                                   |                  |        |                  |                  |                  | 2      |                  |       |           |       |
| MT1003                                           | Military Training                                                                                                                                           |                  | 2      |                  |                  |                  |        |                  |       |           |       |
| WPEX1013                                         | Emotional Intelligence                                                                                                                                      | 1                |        |                  |                  |                  |        |                  |       |           |       |
| WPEX2013                                         | Experiential Arts <sup>②</sup>                                                                                                                              |                  |        |                  | 1                |                  |        |                  |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>④</sup>                                                                                    |                  |        |                  |                  | 1                |        |                  |       |           |       |
| UCHL1XX3                                         | Healthy Lifestyle <sup>⑤</sup>                                                                                                                              | 1                |        | 1                | 1                |                  |        |                  |       |           |       |
| V. General Education Courses (18 Units)          |                                                                                                                                                             |                  |        |                  |                  |                  |        |                  |       |           |       |
| Level 1                                          | History and Civilization <sup>⑥</sup>                                                                                                                       |                  |        |                  |                  | 3                |        |                  |       |           |       |
| Foundational Courses                             | Quantitative Reasoning <sup>⑦</sup>                                                                                                                         |                  |        | 3                |                  |                  |        |                  |       |           |       |
|                                                  | Values and the Meaning of Life <sup>⑧</sup>                                                                                                                 |                  |        | 3                |                  |                  |        |                  |       |           |       |
| Level 2<br>Interdisciplinary<br>Thematic Courses | Culture, Creativity and Innovation, or Science,<br>Technology and Society, or Sustainable Communities <sup>⑨</sup>                                          |                  |        |                  |                  | 3                |        | 3                |       |           |       |
| Level 3<br>GE Capstone<br>Courses                | Service-Learning Course, or Service Leadership<br>Education Course, or Experiential Learning Course, or<br>Interdisciplinary Independent Study <sup>⑩</sup> |                  |        |                  |                  |                  |        |                  | 3     |           |       |
| VI. Free Elective Courses (24 Units)             |                                                                                                                                                             |                  |        |                  |                  |                  |        |                  |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08          |                                                                                                                                                             | 3 <sup>⑪</sup> * |        | 3 <sup>⑪</sup> * | 3 <sup>⑪</sup> * | 3 <sup>⑪</sup> * |        | 6 <sup>⑪</sup> * |       | 6         |       |
| Total Units: 148                                 |                                                                                                                                                             | 20               | 2      | 22               | 20               | 19               | 2      | 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 Students are required to take GFQR1053 Probability Theory with AI-aided Business Applications under this category.

④ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

⑤ Students are required to take GTSC2133 Artificial Intelligence (AI) in Business and GTSC2143 Machine Learning for Business under this category.

⑥ Students are required to take GCAPxxxx Artificial Intelligence in Business Interdisciplinary Projects under this category.

\* Common Core Courses (Required) - CCR

⑦ Students are required to take ECON3123 Calculus for Economics and Finance under FE.

⑧ Students are required to take ECON3113 Linear Algebra for Economics and Finance under FE.

⑨ Students are required to take EBIS3033 Programming for Business Applications under FE

⑩ Students are required to take DMM3003 AI, Data Science and Management under FE.

⑪ Students are required to take BA2003 Artificial Intelligence and Deep Learning under FE.

**ME Course List of MKT (2025 cohort)***Rev 20250324*

| <b>Course Code</b> | <b>Course Title</b>                       | <b>Units</b> |
|--------------------|-------------------------------------------|--------------|
| 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            |