

**BNU-HKBU**  
**UNITED INTERNATIONAL COLLEGE**  
**UNDERGRADUATE HANDBOOK**  
**2020-2021**  
**Division of Business and Management**  
**Minor Programme in Marketing**  
**Management**

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## 1. General Information

### 1.1. Programme Title

Minor Programme in Marketing Management  
市场营销管理副修

### 1.2. Academic Unit Involved in the Delivery of the Programme

The Minor Programme in Marketing Management is to be offered by the Marketing Management programme and administered under the Division of Business and Management

### 1.3. Programme Aims, Objectives and Intended Learning Outcomes

The aims and objectives of the Minor Programme in Marketing Management are:

- (1) Enable students to build a solid knowledge foundation in the basic structure of business and how marketing fits into this structure as a strategic business partner;
- (2) Educate students about the unique characteristics and underlying principles of the marketing functional areas of a business, with a special emphasis on issues, challenges and opportunities facing marketing, and the strategic impact marketers can contribute towards profitability in enterprises;
- (3) Impart knowledge in both the theoretical and practical functions of marketing management and marketing applications for organisational strategic development;

Table 1 outlines the Programme Intended Learning Outcomes (PILOs) of the Minor Programme in Marketing Management and Table 2 delineates the alignment of its PILOs with the Graduate Attributes (GAs) of UIC.

**Table 1: Programme Intended Learning Outcomes (PILOs)**

Upon successful completion of the Minor Programme in Marketing Management, students should be able to:	
<b>PILO 1</b>	Possess a broad-based general knowledge to manage a business by describing the functions and roles of business and society;
<b>PILO 2</b>	Explain an inclusive series of marketing theories and apply marketing management principles and theories in real contexts;
<b>PILO 3</b>	Integrate knowledge and skills in multiple sets of business-related disciplines to solve a diversity of real-life problems based on the analytical and problem-solving skills developed.

**Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)**

PILOs	GAs							No. of GAs addressed by this PILO
	Citizen-ship	Know-ledge	Learn-ing	Skills	Creati-vity	Commu-nication	Team-work	
PILO 1		X	X	X				3
PILO 2	X	X			X			3
PILO3					X	X	X	3
<b>No. of PILOs addressing this GA</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>---</b>

#### **1.4. Medium of Instruction**

The medium of instruction for the Programme is English.

#### **1.5. Target Students**

The target students of the Programme are non-DBM students.

#### **1.6. Year of Implementation**

The Minor Programme in Marketing Management is to be offered from the Academic Year of 2020-2021.

### **2. Programme Requirements and Structure**

#### **2.1. Programme Requirements**

The Minor Programme in Marketing Management aims to provide opportunities for students to pursue their interest in marketing management and develop their skills applicable to the business world. Students can claim the Minor Programme in Marketing Management if they can fulfil the following criteria:

- Complete 15 units in accordance with the stipulated programme structure as in Table 3; and
- Attain a minimum cumulative GPA of 2.0 for all the 5 courses to be completed.

#### **2.2. Programme Structure**

The Minor Programme in Marketing Management consists of two required courses and three elective courses. Students are required to complete three elective courses as stipulated in Table 3. The curriculum is summarised in Table 3 below. Students are required to complete at least one course at level 3 or above.

**Table 3: Curriculum Structure of the Minor Programme in Marketing Management**

Code	Title	Unit	Level	PILO			Prerequisite(s)
				1	2	3	
Required Courses: (6 units)							
EBIS3023	Electronic Commerce	3	3	X	X		None
MKT2003	Principles of Marketing Management	3	2		X	X	None
Elective Courses: (9 units)							
BUS4063	International Business	3	4		X	X	None
MKT3003	Customer Relationship Management	3	3	X	X		MKT2003
MKT3013	Global Marketing	3	3	X	X		MKT2003
MKT3023	Marketing Research	3	3		X	X	MKT2003 and BUS3023
MKT3033	Consumer Behaviour	3	3	X	X		MKT2003
MKT3043	Brand Management	3	3		X	X	MKT2003
MKT3063	Responsible Marketing	3	3		X	X	MKT2003
MKT3073	Marketing Communications	3	3	X	X		MKT2003
MKT4003	Marketing Strategy	3	4		X	X	MKT2003
MKT4013	Services Marketing	3	4		X	X	MKT2003
MKT4023	Marketing Management in China	3	4		X	X	MKT2003
MKT4033	Retail Management	3	4	X	X		MKT2003
MKT4043	Sales Management	3	4	X	X		MKT2003
MKT4053	Business to Business Marketing	3	4		X	X	MKT2003

*\*Non-DBM students will take any 3 courses from the list of 14 minor elective courses, which provide business and marketing fundamentals integrated with the relevant technical concepts.*