

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

Rev 20250422

Rev 2023/04/22

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 ^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 ^⑥					3					
	Quantitative Reasoning ^④			3							
	Values and the Meaning of Life ^⑤			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑥ , or Science, Technology and Society ^⑥ , or Sustainable Communities ^⑥					3			3		
Level 3 GE Capstone Courses	Service-Learning Course ^⑥ , or Service Leadership Education Course ^⑥ , or Experiential Learning Course ^⑥ , or Interdisciplinary Independent Study ^⑥							3			
VI. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^③			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.

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

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