Four-Year Study Plan of Marketing Management Programme (2021 cohort)

Course Code	Course Title	Year One				Year Two		Year Three		Year Four	
		Sem 1	Winter	Sem 2	Summer	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									
ACCT2003/ACCT2043	Principles of Accounting I©			3							
BUS1013	Business, Entrepreneurship, and Innovation			3							
BUS2013/BUS2053	Principles of Law©					3					
FIN2003/FIN2023	Financial Management©					3					
ECON2003	Principles of Macroeconomics						3				
ACCT2013/ACCT2053	Principles of Accounting II©						3				
BUS3003	Business Communications							3			
BUS3023	Business Research Methods							3			
EBIS2023	Business Analytics							3			
BUS2003	Organisational Behaviour								3		
BUS4023/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 (36 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 Thoughts (Theories)			3							
CHI1183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
CHI1193	Contemporary World and China①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts©					1					
WPEX2023/ WPEX2033	Voluntary Service©, or Environmental Awareness©						1				
UCHL1XX3	Healthy Lifestyle©	1		1		1					
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization©						3				
	Quantitative Reasoning④			3							
	Values and the Meaning of Life⑤			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation©, or Science, Technology and Society©, or Sustainable Communities©							3	3		
Level 3 GE Capstone Courses	Service-Learning Course©, or Service Leadership Education Course©, or Experiential Learning Course©, or Interdisciplinary Independent Study©							3			
VI. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3③				3		6	6	6	
	Total Units: 147	**17**	**5**	**19**	**2**	**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.

© 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.

© These courses have been recoded with effective from Semester 2 of AY2022/23:

ACCT2003 revised as ACCT2043; ACCT2013 revised as ACCT2053; BUS2013 revised as BUS2053;

BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.

ME Course List of MKT (2021 cohort)

Rev 20230214

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