Four-Year Study Plan of Marketing Management Programme (2020 cohort)

Rev 20230911

Course Code	Course Title	Year One Sem 1	Year One Sem 2	Year One Summer/Winter	Year Two Sem 1	Year Two Sem 2	Year Three Sem 1	Year Three Sem 2	Year Four Sem 1	Year Four Sem 2
I. BBA (Hons) Core Courses (39 Units)										
ECON2013	Principles of Microeconomics	3								
ACCT2003/ACCT2043	Principles of Accounting I⑥		3							
ECON2003	Principles of Macroeconomics				3					
ACCT2013/ACCT2053	Principles of Accounting II⑥					3				
BUS2003	Organisational Behaviour					3				
BUS2013/BUS2053	Principles of Law⑥					3				
MKT2003	Principles of Marketing Management					3				
BUS3003	Business Communications						3			
BUS3023	Business Research Methods						3			
BUS4023/BUS4093	Management Information Systems⑥						3			
FIN2003/FIN2023	Financial Management⑥						3			
BUS4013	Strategic Management							3		
BUS4003	BBA Project									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. General Education Core Courses (32 Units)										
CHI1053	University Chinese (Morality and Foundations of Law)	3								
CHI1063	Chinese Culture and Modern China				3					
CHI1073	Contemporary Chinese Society and Thoughts (Theories)		3							
CHI1083	Contemporary Chinese Society and Thoughts (Social Practice)		0							
CHI1093	Contemporary World and China②					0				
GCLA1903	English I	3								
GCLA1913	English II		3							
GCLA1923	English III				3					
GCLA1933	English IV					3				
GCIT1XX3	Information Management Technology①		3							
GCNU1XX3	Numeracy①	3								
GCPE1XX3	Physical Education①	1	1							
GCVM1023	Business Ethics						3			
V. General Education Distribution Courses (12 Units)										
GDHS1XX3	Foundation Course in Humanities and Social Sciences①				3					
GDST1XX3	Foundation Course in Science and Technology①		3							
GDFL1XX3	Foundation Course in Foreign Language①					3				
GDHC1XX3	Foundation Course in World History and Civilisation①				3					
VI. Whole Person Education Experiential Learning Modules (4 Units)										
WPEX Module I	WPEX1003 Experiential Development		1							
WPEX Module II	WPEX1013 Emotional Intelligence	1								
WPEX Module III	WPEX2003 Sports Culture①, or WPEX2013 Experiential Arts①					1				
WPEX Module IV	WPEX2023 Voluntary Service①, or WPEX2033 Environmental Awareness①					1				
VII. Free Elective Courses (24 Units)										
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3		3⑤	3⑤				9⑤	6
Total Units: 132		17	17	3	19	19	18	18	18	3

① 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.

② This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

③ CHI1103 Introduction to Modern Social Theories will be offered under this category.

④ ECON2073 Fundamental Mathematics for Economics and Business and MATH1073 Calculus I will be offered under this category.

⑤ Students should take one FE(ENG) course under this category.

⑥These 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 (2020 cohort)

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