

## BBAMKT 4-year Programme Structure "4 minus 1" (Advanced Standing I) 2018 Intake

Yr/Sem							Offer Year
1A							
1B							
2A	Sem A & B CB2201 Operations Management	Sem A & B CB2400 Micro-Economics	Sem A & B CB2601 Marketing	CB2200 Business Statistics	GE2402 English for Business Communication or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2018 2019
2B	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	CB2402 Macro-Economics	GE1401 University English or EAP (Note 1)	GE (Note 2)	
3A	CB3410 Financial Management	College Elective	MKT3602 Marketing Research	MKT3603 Consumer Behavior	MKT4628 Digital Marketing	GE2402 English for Business Communication (for students taken EAP)	2019 2020
3B	College Elective	College Elective	CB2101 Introduction to Managerial Accounting	MKT4606A Strategic Marketing	Major Elective	MKT2643 Active Learning for Professional Marketing	
4A	College Elective	MKT4611 Advanced Marketing Seminar I	Major Elective	Major Elective	GE (Note 2)		2020 2021
4B	College Elective	CB4303 Strategy and Policy	Major Elective	Major Elective	GE1501 Chinese Civilisation - History and Philosophy		

### Minimum Credits Required:

GE: 2 GE courses + 2 College Electives (12 CU)  
 GE: 2 ENGL + CCIV (9 CU)  
 College: 11 College Core + 3 College Elective (42 CU)  
**Major: 11 Major courses (30 CU)**

**Min. Total: 31 courses (93 CU)**  
**Max. Allowable: 38 courses (114 CU)**

### Credits Exempted:

GE: 3 courses (9 CU)  
 Minor/Electives: 6 courses (18 CU)

### Note:

#### (1) English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

#### (2) Chinese Language Requirement

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

**Major Electives: 3 to 4 electives are from the same group of Group 1 to 3, and at least one elective is from Group 4.**

Group 1: Marketing Communication	Group 4: Other Electives
MKT4623 Selling and Sales Management	CB3800 Business Practice Internship / MKT3638 Marketing Internship
MKT4625 Advertising Management and Integrated Marketing Communications	MKT3600 China Business Workshop
MKT4634 Fundamentals of Public Relations	MKT4604 Marketing in China
MKT4637 Event Marketing	MKT4605 International Marketing
	MKT4622 Services Marketing
<b>Group 2: Innovation and Design</b>	MKT4624 Retail Management
MKT3607 Design Thinking and Creativity in Marketing	MKT4633 Cultural Advertising
MKT4650 Designing Brands and Customer Experience	MKT4639 Marketing Diagnostic Residential Trip
MKT4652 Designing and Developing Innovative Products	MKT4651 Advanced Marketing Seminar II
	One course from any CB major
<b>Group 3: Marketing Analytics</b>	
MKT3608 Marketing Intelligence and Applications of Analytics	
MKT4610 Customer Relationship Management	
MKT4629 Social Media Marketing	
MKT4636 Customer Analytics	

Zero-credit core course

**MKT2643 Active Learning for Professional Marketing**

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4B	College Elective	CB4303 Strategy and Policy	Major Elective	Major Elective	GE1501 Chinese Civilisation - History and Philosophy		

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