

First Major in Information Management (Internet Services and Social Networks Stream) - Second Major in Marketing (BBAU4 for 2023/24 cohort)

Effective from Catalogue Term: Sem A 2024/25

Year	Sem	Course					
1	A	Either Sem A /B CB2201 Operations Management	Either Sem A /B CB2400 Microeconomics	Either Sem A /B CB2500 Information Management	Either Sem A /B CB2601 Marketing	GE1401 University English or EAP	Either Sem A /B CHIN1001 University Chinese I
	B	CB2240 Introduction to Business Programming in Python	Either Sem A /B CB2100 Introduction to Financial Accounting	CB2300 Management	Either Sem A /B CB2200 Business Statistics	GE2402 English for Business Communication or EAP	
2	A	CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	GE1501 Chinese Civilization – History & Philosophy	GE1401 University English (for students taken EAP)
	B	CB3043 Business Case Analysis and Communication	CB3410 Financial Management	IS3430 Systems Analysis and Design	IS Major Elective 1	MKT3603 Consumer Behavior	GE2402 English for Business Communication (for students taken EAP)
3	A	GE	IS2505 e-Business	IS Major Elective 2	MKT4628 Digital Marketing	MKT Second Major Elective 1	
	B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MKT4606 Strategic Marketing	MKT3602 Marketing Research	
4	A	GE	MKT Second Major Elective 2 IS4532 Global Project Management	IS4340 Search Engine Optimization	Either Sem A or B MKT4611 Advanced Marketing Seminar I	MKT Second Major Elective 3	
	B	GE	Either Sem A /B CB4303 Strategy and Policy	IS4538 O2O Services	MKT Second Major Elective 4	MKT Second Major Elective 5	

Points to Note:

1. Double-major students: **30 credit units** for Major cores / Major Electives from **home department**

2. **at least 27 credit units** for Major cores / Major electives from **second major department**

Minimum Credits Required for CB double major students

GE (21 CU): GE courses (12 CU) + College-specified courses (9 CU)

GE (9 CU): 2 ENGL + CCIV

College Requirement (42 CU): College Core (33 CU)

First Major Requirement (30 CU): Major core / major elective courses

Second Major Requirement (27 CU): Major core / major elective courses

Minor/Free Electives (0 CU - 24 CU)

Min. Total: 120 CU

Max. Allowable: 144 CU

*CU = Credit Units

IS Major Electives (Credit Units)

IS2022 Business Programming with Spreadsheet (3)

IS2239 Data Structure and Algorithms (3)

IS3101+ Cryptocurrency and Blockchain (3)

IS3230 Java Programming for Business (3)

IS4030 Website Design for e-Commerce (3)

IS4032 Mobile Apps (3)

IS4238 / IS4239 Internship I / II (3)

IS4636 Business Process and Service Management (3)

IS4837 Delivery Systems for Financial Services (3)

IS4937+IS4938+ Information Management Consulting Project I/II (3)

IS4940 Global Technology Entrepreneurship and Innovation (3)

CB3800+ Business Practice Internship (3)

XXXXXX Any one Core course from other BBA Majors (3)

+ Subject to fulfilling pre-requisite requirements

MKT Second Major Electives: Students must choose at least 2 electives from Group 2 or 3.

Group 1 Marketing Communication

MKT4623 Selling and Sales Management

MKT4625 Advertising Management and Integrated Marketing Communications

MKT4634 Fundamentals of Public Relations

MKT4637 Event Marketing

Group 2: Innovation and Design

MKT3607 Design Thinking and Creativity in Marketing

MKT4650 Designing Brands and Customer Experience

MKT4652 Designing and Developing Innovative Products

Group 3: Marketing Analytics

MKT3608 Marketing Intelligence and Applications of Analytics

MKT4636 Customer Analytics

MKT4610 Customer Relationship Management

Group 4: Other Electives

MKT3638/ CB3800 Marketing Internship/ Business Practice Internship

MKT4622 Services Marketing

MKT4624 Retail Management

MKT4639 Marketing Diagnostic Residential Trip

MKT4651 Advanced Marketing Seminar II

MKT4674 Advanced Internship

One course from any CB major

MKT3600 China Business Workshop

MKT4604 Marketing in China

MKT4605 International Marketing

MKT4633 Cultural Advertising

MKT4629 Social Media Marketing

MKT4613 Dissertation

MKT second major zero-credit course requirement:

One of the following courses:

MKT2643A

MKT1641

MKT1671

MKT2672

MKT3673

Active Learning for Professional Marketing

Exchange Learning and Reflection

Internship I

Internship II

Internship III

IS/MKT Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.