

BBA Marketing 4-yr Suggested Study Plan 2018 Intake - Second Major in Information Management (Internet Services and Social Networks Stream)
for Normative 4-Year IFMG 2nd Major Students of Catalogue Term of Sem A 2019/2020

Yr/Sem						Offer Year	
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2018
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT3603 Consumer Behavior	MKT4628 e-Marketing	GE1501 Chinese Civilization – History & Philosophy	2019
2B	College Elective	GE (Note 2)	CB3410 Financial Management	IS2505 E-Business	IS3430 Systems Analysis and Design	GE2402 English for Business Communication (for students taken EAP)	
3A	College Elective	MKT Home Major Elective 1	IFMG 2nd Major Elective 1 (Note 4) MKT3602 Marketing Research	IS3331 Database Management	IFMG 2nd Major Elective 2 (Note 4)	GE1401 University English (for students taken EAP)	2020
3B	College Elective	MKT Home Major Elective 2	MKT4606A Strategic Marketing	Stream in ISSN IS2502 Social Media and Social Networks	Stream in ISSN IS4246 Digital Marketing and Customer Relationship Management		
4A	GE (Note 2)	MKT Home Major Elective 3	MKT4611 Advanced Marketing Seminar I	IS4532 Global Project Management	Stream in ISSN IS4340 Search Engine Optimization		2021
4B	CB4303 Strategy and Policy	MKT Home Major Elective 4	MKT Home Major Elective 5	Stream in ISSN IS4538 O2O Services			

Minimum Credits Required:

GE: 4 GE courses + 3 College Electives (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Core (33 CU)

MKT Home Major: 10 Major courses (30 CU)

IFMG (ISSN) 2nd Major: 9 Major courses (27 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

MKT = Marketing

ISSN = Internet Services and Social Networks Stream

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) Gateway Education Course Distributional Requirements

Take at least 3 credits from each of the 3 areas:

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

(3) 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.

(4) Students will select 2 courses out of the IS electives pool below, from among the **Stream Core courses of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.**

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

IS Major Electives (Credit Units)	+ Subject to fulfilling pre-requisite requirements
IS2239 Data Structure and Algorithms (3)	IS4835 Information Management for Financial Services (3)
IS2240 Python Programming for Business (3)	IS4837 Delivery Systems for Financial Services (3)
IS3101+ Cryptocurrency and Blockchain (3)	IS4861+ Machine Learning for Business (3)
IS4032 Mobile Apps (3)	IS4937+/IS4938+ Information Management Consulting Project I/II (3)
IS4238 / IS4239 Internship I / II (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)
IS4333 Human-Computer Interaction for Business (3)	CB3800+ Business Practice Internship (3)
IS4636 Business Process and Service Management (3)	XXXXXX Any one Core course from other BBA Majors (3)

**4-Year Suggested Study Plan for BBA Information Management (Internet Services and Social Networks Stream) with a Second Major in Marketing
 for Normative 4-Year MKT 2nd Major Students of Catalogue Term of Sem A 2019/2020**

Yr/Sem						Offer Year	
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Micro-Economics	Either Sem A / B CB2500 Information Management	GE (Note 4)	GE1401 / EL0200A University English or EAP (Note 1)	Either Sem A / B CHIN1001 University Chinese I (Note 2)	2018
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	Either Sem A / B CB2300 Management	Either Sem A / B CB2601 Marketing	GE (Note 4)	GE2402 / EL0200B English for Business Communication or EAP (Note 1)		
2A	CB2402 Macro-Economics	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	IS3331 Database Management	GE1501 Chinese Civilization – History and Philosophy	GE2402 English for Business Communication (for students taken EAP)	2019
2B	College Elective (Note 5)	CB3410 Financial Management	IS2505 E-Business	IS3430 Systems Analysis and Design	MKT 2nd Major Elective 1^	GE1401 University English (for students taken EAP)	
3A	College Elective (Note 5)	IFMG Home Major Elective 1 (Note 3)	IFMG Home Major Elective 2 (Note 3)	MKT 3602 Marketing Research	MKT3603 Consumer Behavior		2020
3B	College Elective (Note 5)	Stream in ISSN IS2502 Social Media and Social Networks	Stream in ISSN IS4246 Digital Marketing and Customer Relationship Management	MKT4606A Strategic Marketing	MKT 2nd Major Elective 2^		
4A	GE (Note 4)	Stream in ISSN IS4340 Search Engine Optimization	IS4532^ Global Project Management	MKT4611 Advanced Marketing Seminar I	MKT4628 Digital Marketing		2021
4B	GE (Note 4)	CB4303 Strategy & Policy	Stream in ISSN IS4538 O2O Services	MKT 2nd Major Elective 3^	MKT 2nd Major Elective 4^		

Minimum Credits Required (Credit Units)*

GE: 4 GE courses (12 CU) +
 3 College Electives (9 CU)
 GE English - 2 courses (6 CU)
 GE1501 - 1 course (3 CU)
 College: 11 College Core (33 CU)
 IFMG (ISSN) Home Major: 8 IFMG Home Major Cores + 2 IFMG Home Major Electives (30 CU)
 MKT 2nd Major: 5 MKT 2nd Major Cores + 4 MKT 2nd Major Electives (27 CU)

**Min. Total: 40 courses (120 CU)
 Max. Allowable: 48 courses (144 CU)**

* CU = Credit Units

ISSN = Internet Services and Social Networks Stream
 MKT = Marketing

Note

1. English Language Requirements

Students admitted with Level 3 or below in HKDSE English OR Grade E or below in HKALE AS in Use of English are required to complete two 3-credit EAP courses, EL0200A English for Academic Purposes 1 and EL0200B English for Academic Purposes 2, prior to taking the 2 GE English courses (GE1401 University English and GE2402 English for Business Communication). EL0200A & EL0200B will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, they will be counted towards the maximum credit units permitted.

Note: Students who demonstrate that they have achieved a grade B or above in their overall course results for EL0200A will achieve 3 credits and also be considered to have satisfied the pre-requisite for entry to the GE English courses without needing to take EL0200B.

2. Chinese Language Requirements

(a) First-year intake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Chin. Lang. & Culture are required to take CHIN1001 University Chinese I. This course will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, it will be counted towards the maximum credit units permitted.

(b) First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chin. Lang. & Culture are NOT required to take CHIN1001.

(c) First-year intake students other than (a) and (b), including mainland and non-local students are NOT required to take CHIN1001.

3. Students will select 2 courses out of the IS electives pool, from among the **Stream Core courses** of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.

4. Gateway Education Course Distributional Requirements

Take **at least one course (3 CU)** from each of the areas below:

- Area 1: Arts and Humanities
- Area 2: Study of Societies, Social and Business Organizations
- Area 3: Science and Technology

5. Students are required to take **3 college elective courses (9 CU)** from the College elective list to fulfill the GE requirements in form of College-specified courses (**9 CU must be chosen from**

at least 3 subject areas below).

- Area 1: Mathematics and Modeling
- Area 2: Programming and Technology
- Area 3: Law and Communications
- Area 4: Business (I)

IFMG Home Major Electives (Credit Units)

IS2239 Data Structure and Algorithms (3)	IS4835 Information Management for Financial Services (3)	* Subject to fulfilling pre-requisite requirements
IS2240 Python Programming for Business (3)	IS4837 Delivery Systems for Financial Services (3)	
IS3101+ Cryptocurrency and Blockchain (3)	IS4861+ Machine Learning for Business (3)	
IS4032 Mobile Apps (3)	IS4937+ / IS4938+ Information Management Consulting Project I / II (3)	
IS4238 / IS4239 Internship I / II (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)	
IS4333 Human-Computer Interaction for Business (3)	CB3800+ Business Practice Internship (3)	
IS4636 Business Process and Service Management (3)	XXXXXX Any one Core course from other BBA Majors (3)	

IS 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.

MKT 2nd Major Electives: 3 to 4 electives are from the same group of Group 1 to 3, and 0-1 elective is from Group 4.

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

^ One course from any CB major: **IS4532 Global Project Management** can be double-counted as a IFMG Home Major Core and a MKT 2nd Major Elective. That is, students who have declared MKT as their 2nd Major, are required to complete only 4 MKT 2nd Major Electives only. (MKT Home Major students are originally required to complete 5 MKT Major Electives)