# 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

<table>
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<th>Yr/Sem</th>
<th>Course Code</th>
<th>Course Name</th>
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<tr>
<td>1A</td>
<td>CB2100</td>
<td>Introduction to Financial Accounting</td>
</tr>
<tr>
<td>1B</td>
<td>CB2201</td>
<td>Operations Management</td>
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<tr>
<td>2A</td>
<td>CB2200</td>
<td>Introduction to Managerial Accounting</td>
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<tr>
<td>2B</td>
<td>IS4303</td>
<td>Delivery Systems for Financial Services (3)</td>
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<tr>
<td>3A</td>
<td>IS4531</td>
<td>Design Thinking and Creativity in Marketing</td>
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<td>3B</td>
<td>IS4532</td>
<td>Global Project Management</td>
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<td>4A</td>
<td>IS4533</td>
<td>Advanced Marketing Seminar I</td>
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<tr>
<td>4B</td>
<td>CB3800</td>
<td>Consumer Behavior</td>
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**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)

**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. **Other Courses:**

   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.
<table>
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<th>Year/Sem</th>
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<tr>
<td>2018</td>
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<td>2019</td>
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<td>2020</td>
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<td>2021</td>
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Note:
1. **English Language Requirements:**
   - Students admitted with Level 3 or below in HKDSE English Grade E or below in HALE 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 Grade 4 or below in HALE 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 Grade 4 or above in HALE 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 are required to take 2 college elective courses (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
   - Area 4: Business

4. **Gateway Education Course Distributional Requirements:**

   - Take at least one course (3 CU) from each of the areas below:
     - Area 1: Mathematics and Modelling
     - Area 2: Programming and Technology
     - Area 3: Law and Communications
     - Area 4: Business

5. **Students are required to take 2 college elective courses (3 CU) from the College elective list to fulfill the GE requirements in form of College-specified courses. 3 CU must be chosen from at least 3 subject areas (below):**
   - Area 1: Mathematics and Modelling
   - Area 2: Programming and Technology
   - Area 3: Law and Communications
   - Area 4: Business

- **General Education Courses Required (Credit Units)**
  - Area 1: Mathematics and Modelling
  - Area 2: Programming and Technology
  - Area 3: Law and Communications
  - Area 4: Business

- **MKT Home Major Elective Courses (Credit Units)**
  - IS4638 Information Management for Financial Services (3)
  - IS4703 Delivery Systems for Financial Services (3)
  - IS4681 Machine Learning for Business (3)
  - IS4532 Global Project Management (3)
  - IS4329 Global Business Management (3)
  - ISM480 Business Process and Service Management (3)

- **MKT 2nd Major Electives (3 CU) from the same group of Group 1 to 3, and 0-1 elective is from Group 4.**

- **Group 1: Marketing Communication**
  - MKT2803 Marketing Communication (3)
  - MKT4630 Strategic Marketing (3)
  - MKT3621 Consumer Behavior (3)
  - MKT4634 Fundamentals of Public Relations (3)

- **Group 2: Innovation and Design**
  - MKT4643 Design Thinking and Innovation (3)
  - MKT4644 Designing and Developing Innovation Projects (3)
  - MKT4645 Branding and Customer Experience (3)

- **Group 3: Marketing Analytics**
  - MKT4646 Data Science and Applications (3)
  - MKT4650 Marketing Analytics (3)
  - MKT4651 Customer Analytics (3)

- **Group 4: Other Electives**
  - MKT4647 Professional Skills in Business (3)
  - MKT4652 Financial Management (3)
  - MKT4653 Marketing Management (3)
  - MKT4664 Marketing Research (3)

- **Other Requirements**
  - Students who have declared MKT as their 2nd Major are required to complete only 4 MKT 2nd Major Electives, unless MKT Home Major students are originally required to complete 5 MKT Major Electives.