

**BBA Marketing 4-yr Structure (BBAU4 for 2020/21 cohort) - Second Major in Information Management (Internet Services and Social Networks Stream)**  
Effective from Catalogue Term: Sem A 2021/22

Year	Sem	Course						
1	A	Either Sem A/B CB2100 Introduction to Financial Accounting	Either Sem A/B CB2601 Marketing	Either Sem A/B CB2400 Microeconomics	GE	GE1401 University English or EAP	Either Sem A/B CHIN1001 University Chinese I	
	B	Either Sem A/B CB2201 Operations Management	Either Sem A/B CB2300 Management	Either Sem A/B CB2500 Information Management	GE	GE2402 English for Business Communication or EAP		
2	A	CB2402 Macroeconomics	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics		MKT 3603 Consumer Behavior	MKT4628 Digital Marketing	GE1401 University English (for students taken EAP)
	B	Either Sem A/B MKT Major Elective 1	Either Sem A/B CB3410	IS2505 e-Business		IS3430 Systems Analysis and Design	GE	GE2402 English for Business Communication (for students taken EAP)
3	A	GE - College Elective	MKT 3602 Marketing Research	Either Sem A/B MKT Major Elective 2		IS3331 Database Management	IFMG 2nd Major Elective 1	GE1501 Chinese Civilization – History & Philosophy
	B	GE - College Elective	MKT 4606 Strategic Marketing	Either Sem A/B MKT Major Elective 3		IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	
4	A	GE - College Elective	Either Sem A/B MKT 4611 Advanced Marketing Seminar I	Either Sem A/B MKT Major Elective 4		IS4532 Global Project Management	IS4340 Search Engine Optimization	
	B	Either Sem A/B CB4303 Strategy and Policy	Either Sem A/B MKT Major Elective 5/ IFMG 2nd Major Elective 2	GE		IS4538 O2O Services		

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 Electives (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

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

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	
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	MKT4629 Social Media Marketing
MKT4674 Advanced Internship	MKT4613 Dissertation
One course from any CB major	

**MKT major zero-credit course requirement:**

One of the following courses:

MKT2643A	Active Learning for Professional Marketing
MKT1641	Exchange Learning and Reflection
MKT1671	Internship I
MKT2672	Internship II
MKT3673	Internship III

**IS Second Major Electives (Credit Units)**

IS2022 Business Programming with Spreadsheet (3)	IS4636 Business Process and Service Management (3)
IS2239 Data Structure and Algorithms (3)	IS4837 Delivery Systems for Financial Services (3)
IS3101+ Cryptocurrency and Blockchain (3)	IS4937+/IS4938+ Information Management Consulting Project I/II (3)
IS3230 Java Programming for Business (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)
IS4030 Website Design for e-Commerce (3)	CB3800+ Business Practice Internship (3)
IS4032 Mobile Apps (3)	XXXXXX Any one Core course from other BBA Majors (3)
IS4238 / IS4239 Internship I / II (3)	

+ Subject to fulfilling pre-requisite requirements

MKT/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.

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

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IS3101+ Cryptocurrency and Blockchain (3)	IS4837 Delivery Systems for Financial Services (3)
IS3230 Java Programming for Business (3)	IS4861+ Machine Learning for Business (3)
IS4030 Website Design for e-Commerce (3)	IS4937+ / IS4938+ Information Management Consulting Project I / II (3)
IS4032 Mobile Apps (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)
IS4238 / IS4239 Internship I / II (3)	CB3800+ Business Practice Internship (3)
IS4636 Business Process and Service Management (3)	XXXXXX Any one Core course from other BBA Majors (3)

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