

**BBAMKT 4-year Programme Structure "4 minus 2" (Advanced Standing II) 2019 Intake**

Yr/Sem							Offer Year	
1A	CB2100 Introduction to Financial Accounting	CB2300 Management	CB2400 Micro-Economics	ENG	CB2500 Information Management	Chinese	Original Structure	
1B	CB3410 Financial Management	CB2601 Marketing	CB2201 Operations Management	ENG	GE			
2A	GE	College Elective	Major A1	Major A2	GE			
2B	Major A3	Major A4	CCIV	Minor	College Elective			
3A	College Elective	CB2200 Business Statistics	MKT3602 Marketing Research	MKT3603 Consumer Behavior	MKT4628 Digital Marketing	GE2402 English for Business Communication (Note 1)	2019 2020	
3B	College Elective	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	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	College Elective	CB4303 Strategy and Policy	Major Elective	Major Elective			

**Minimum Credits Required:**

GE: GE course + ENGL + 2 College Electives (12 CU)  
 College: 4 College Core + 3 College Elective (21 CU)  
 Major: 11 Major courses (30 CU)

**Note:**

**(1) English Language Requirement:**  
 Only required to take GE2402 English for Business Communication.  
 Block credit exemption will include GE1401 University English.

**Min. Total: 21 courses (63 CU)**  
**Max. Allowable: 28 courses (84 CU)**

**Credits Exempted:**

GE: 4 courses (12 CU)  
 ENGL+CCIV: 2 courses (6 CU)  
 College Core: 7 courses (21 CU)  
 Minor/Electives: 6 courses (18 CU)

<b>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.</b>	
<b>Group 1: Marketing Communication</b>	<b>Group 4: Other Electives</b>
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	College Elective	CB4303 Strategy and Policy	Major Elective	Major Elective			

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