First Major MKT - Second Major IFMG (Cohort 2023)

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)*	2023/24
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	MKT4628 Digital Marketing	*GE* *(Note 2)*	GE1401 University English *(for students taken EAP)*	2024/25
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MKT3603 Consumer Behavior	IS2505 e-Business	IS3430 Systems Analysis and Design	GE2402 English for Business Communication *(for students taken EAP)*	
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	MKT3602 Marketing Research	MKT Elective	IS3331 Database Management	IFMG 2nd Major Elective 1		2025/26
3B	GE – College-specified course: CB3043 Business Case Analysis and Communication	MKT4606 Strategic Marketing	MKT Elective	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management		
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	GE *(Note 2)*	IS4532 Global Project Management	IS4340 Search Engine Optimization		2026/27
4B	CB4303 Strategy and Policy	MKT Elective	MKT/ IFMG Elective	IS4538 O2O Services	GE1501 Chinese Civilization – History & Philosophy		

GE: 4 GE courses + 3 College-specified courses (21 CU)
GE: 2 ENGL + CCIV (9 CU)
College: 11 College Core (33 CU)
Major: 10 Major courses (30 CU)
Second Major BANL: 10 courses (30 CU)
Among the 20 Major courses, at least 19 must be new courses

Required 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 Scoieties, 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.

MKT Major Electives:

Major Electives: Students who have not declared a stream must choose at least 2 electives from Group A

Group A:

MKT3607 Design Thinking and Creativity in Marketing	MKT4681 Data Strategy for Marketing
MKT4650 Designing Brands and Customer Experience	MKT4636 Customer Analytics
MKT4652 Designing and Developing Innovative Products	MKT4680 Digital Marketing Tools and Analytics
MKT3608 Marketing Intelligence and Applications of Analytics	

Group B:

MKT4623 Selling and Sales Management	MKT4634 Fundamentals of Public Relations
MKT4625 Advertising Management and Integrated Marketing Communications	MKT4637 Event Marketing
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 I	MKT4629 Social Media Marketing
MKT4674 Advanced Internship	MKT4610 Customer Relationship Management
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) + Subject to fulfilling pre-requisite requirements

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)	

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.