

| BBA Marketing 4-yr Structure (BBAU4 for 2024/25 cohort) - Second Major AC<br>Effective from Catalogue Term: Sem A 2025/26 |  |                                   |   |   |   |   |            |
|---|--|-----------------------------------|---|---|---|---|------------|
| Yr/Sem  |  |                                   |   |   |   |   | Offer Year |
| 1A  | Sem A & B<br>CB2100<br>Introduction to Financial Accounting                                | Sem A & B<br>CB2601<br>Marketing  | Sem A & B<br>CB2400<br>Micro-Economics        | GE<br>(Note 2)                          | GE1401<br>University English or EAP<br>(Note 1)                 | Sem A or B<br>CHIN1001<br>University Chinese I<br>(Note 3)                      | 2024/25    |
| 1B  | Sem A & B<br>CB2201<br>Operations Management   | Sem A & B<br>CB2300<br>Management | Sem A & B<br>CB2500<br>Information Management | GE<br>(Note 2)                          | GE2402<br>English for Business Communication or EAP<br>(Note 1) |   |            |
| 2A  | CB2101<br>Introduction to Managerial Accounting  | CB2200<br>Business Statistics     | CB2402<br>Macro-Economics                     | MKT4628<br>Digital Marketing            | GE<br>(Note 2)  | GE1401<br>University English<br>(for students taken EAP)                        | 2025/26    |
| 2B  | GE – College-specified course:<br>CB2240<br>Introduction to Business Programming in Python | CB3410<br>Financial Management    | MKT3603<br>Consumer Behavior                  | AC3202<br>Corporate Accounting I        | GE<br>(Note 2)  | GE2402<br>English for Business Communication or EAP<br>(for students taken EAP) |            |
| 3A  | GE – College-specified course:<br>CB2203<br>Data-driven Business Modeling                  | MKT3602<br>Marketing Research     | MKT Elective                                  | AC4251<br>Taxation and Tax Planning     | AC4301<br>Corporate Accounting II                               | Recommended College Elective<br>LW2903<br>Business and Law                      | 2026/27    |
| 3B  | Any GE course<br>or<br>College Elective  | MKT4606<br>Strategic Marketing    | MKT Elective                                  | AC4303<br>Advanced Financial Accounting | GE1501<br>Chinese Civilization – History & Philosophy           |   |            |
| 4A  | Either Sem A/ B<br>MKT4611<br>Advanced Marketing Seminar I                                 | MKT Elective                      | MKT Elective                                  | AC4332<br>Corporate Finance and Control | AC4391<br>Accounting and Business Ethics                        |   | 2027/28    |
| 4B  | CB4303<br>Strategic Management   | MKT/ AC Elective                  | LW3902<br>The Law Relating to Companies       | AC Major Elective                       | AC4342<br>Auditing  |   |            |

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| Minimum Credits Required for CB double major students                 |
| GE: 4 GE courses + 3 College-specified courses (21 CU)                |
| GE (9 CU): 2 ENGL + CCIV  |
| 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  |

- Notes:
- (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) Recommended College Elective  
LW2903 is a prerequisite for LW3902 and falls under the category of "College Elective". Without completing LW2903, students will not be able to enroll in LW3902.

| MKT Major Electives:   |  |
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| 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 II  | MKT4629 Social Media Marketing                     |
| MKT4674 Advanced Internship  | MKT4610 Customer Relationship Management           |
| One course from any CB major   | MKT3643 Marketing Case Analysis and Communications |

| 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                             |

| AC Major Elective   |
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| Choose <b>two courses</b> from the listed below:<br>AC3252 Accounting and Taxation Systems in the Chinese Mainland<br>AC3390 ESG Reporting and Disclosure<br>AC3391 Corporate Governance<br>AC4161 Accounting Information Systems and Emerging Technologies<br>AC4305 Advanced Accounting Practice<br>AC4308 Accounting Meets Culture - Int'l Std Setting Bodies, Sustainability & Cultural Insights from Europe<br>AC4322 Advanced Management Accounting<br>AC4343 Advanced Auditing Practice<br>AC4351 Advanced Taxation<br>AC4382 Contemporary Accounting and Business Issues: Global Perspectives<br>AC4383** AC Professional Internship and Professional Attachment<br>AC4384** Advanced Professional Internship<br>AC4385** Accounting and Business Project<br>AC4392 Risk Management<br>AC4393 Boardroom Dynamics<br>Any one Core & Elective course from other BBA Majors<br>** These courses can be used to fulfil the internship/consultancy project/research project requirement. |