BBA Marketing 4-yr Structure (BBAU4 for 2025/26 cohort) - Second Major AC

Effective from Catalogue Term: Sem A 2026/27

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)*	GE1601 Whole-Person Devlopment	2025/26
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)*	Sem A or B CHIN1001 University Chinese I *(Note 3)*	
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	Either Sem A/ B MKT4628 Digital Marketing Strategy	*GE* *(Note 2)*	GE1401 University English *(for students taken EAP)*	2026/27
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	Either Sem A/ B MKT3603 Consumer Behavior	AC3202 Corporate Accounting I	GE *(Note 2)*	GE2402 English for Business Communication or EAP (for students taken EAP)	
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	Either Sem A/ B MKT3602 Marketing Research	MKT Elective	AC4251 Taxation and Tax Planning	AC4301 Corporate Accounting II	Recommended College Elective LW2903 Business and Law	2027/28
3B	MKT4606 Strategic Marketing	MKT Elective	AC4303 Advanced Financial Accounting	GE1501 Chinese Civilization – History & Philosophy			
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	MKT Elective	AC4332 Corporate Finance and Control	AC4391 Accounting and Business Ethics		2028/29
4B	CB4303 Strategic Management	MKT/ AC Elective	LW3902 The Law Relating to Companies	AC Major Elective	AC4342 Auditing		

Minimum Credits Required for CB double major students

GE (21 CU): College Specified Courses (6 CU) + GE (12 CU) + College Elective (3 CU)
GE (10 CU): 2 ENGL + CCIV + WPD
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: 121 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 Scioeties, 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:	
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	MKT4682 Artificial Intelligence for Marketing
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
Choose **two courses** from the listed below:
AC3252 Accounting and Taxation Systems in the Chinese Mainland
AC3390 ESG and ESG Disclosure
AC3391 Corporate Governance
AC4161 Accounting Information Systems and Emerging Technologies
AC4305 Advanced Accounting Practice
AC4308 Accounting Meets Culture - Inf'l Std Setting Bodies, Sustainability & Cultural Insights from Europe
AC4322 Advanced Management Accounting
AC4343 Advanced Auditing Practice
AC4351 Advanced Taxation
AC4382 Contemporary Accounting and Business Issues: Global Perspectives
AC4383** AC Professional Internship and Professional Attachment
AC4384** Advanced Professional Internship
AC4385** Accounting and Business Project
AC4392 Risk Management
AC4393 Boardroom Dynamics
AC4483** Comprehensive Assurance Co-op Apprenticeship
Any one Core & Elective course from other BBA Majors
** These courses can be used to fulfil the internship/consultancy project/research project requirement.

AC 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.