

Major in Marketing

YEAR 1 - Uniform First Year

	Credits	Course code	Course Title		2010-1st	2010-2nd
1	3	BECO100	Principles of Microeconomics	C	YES	
2	3	BECO101	Principles of Macroeconomics	C		YES
3	3	EBIS100	Introduction to Computing	C	YES	
4	3	MGMT110	Principles of Business Management	C		YES
5	3	QMDS100	Business Mathematics	C	YES	
6	3	EELC215	English for Business Majors 1	C	YES	
		EELC131	English III: Academic English 1			
		EELC141	English IV: Academic English 3			
7	3	EECL216	English for Business Majors 2	C		YES
		EELC132	English III: Academic English 2			
		EELC142	English IV: Academic English 4			
	21					

Select ONE course from the following three courses

	Credits	Course code	Course Title		2010-1st	2010-2nd
1	3	PSYC101	Introduction to Psychology I	R	YES	
2	3	PSYC103	Personal and Social Competence	R	YES	
3	3	PSYC205	Social Psychology	R	YES	
	3					

Select ONE course from the following four courses

	Credits	Course code	Course Title		2010-1st	2010-2nd
1	3	HIST165	Modern American History	R		YES
2	3	HIST175	East and West: A Short Contemporary History	R		YES
3	3	HIST232	Modern European History	R		YES
4	3	HIST256	World History II	R		YES
	3					

Select TWO courses from the following Required Electives

	Credits	Course code	Course Title		2010-1st	2010-2nd
1	3	BGPA102	Introduction to Public Administration	R	YES	
2	3	CHIN127	Chinese and Chinese Culture I	R		YES
3	3	CHIN204	History of Modern Chinese Literature	R	YES	
4	3	COMM102	Communication I: Interpersonal and Small Group Communication	R	YES	
5	3	COMM104	Communication II: Mass Media	R		YES
6	3	ENGL124	Introduction to Literary Studies I	R	YES	
7	3	ENGL125	Introduction to Literary Studies II	R		YES
8	3	HIST103	Modern Chinese History	R	YES	
9	3	HIST105	History of Macau	R	YES	
10	3	HIST165	Modern American History	R	YES	
11	3	HIST175	East and West: A Short Contemporary History	R	YES	
12	3	HIST232	Modern European History	R	YES	YES
13	3	HIST256	World History II	R	YES	YES
14	3	PSYC102	Introduction to Psychology II	R		YES
15	3	PSYC103	Personal and Social Competence	R		YES
16	3	PSYC205	Social Psychology	R	YES	YES
17	3	SOCY101	Introduction to Sociology	R	YES	YES
18	3	BGPA101	Introduction to Political Science	R	YES	YES
	6					

YEAR 2 - Marketing

	Credits	Course code	Course Title		2011-1st	2011-2nd
1	3	ACCT100	Principles of Financial Accounting	C	YES	
2	3	ACCT213	Principles of Managerial Accounting	C		YES
3	3	EBIS200	Information Systems and Organizations	C	YES	YES
4	3	FINC210	Financial Management	C		YES
5	3	MGMT220	Business Communications	C	YES	
6	3	MGMT221	Organizational Behavior	C	YES	YES
7	3	MKTG220	Principles of Marketing	C	YES	
8	3	QMDS200	Statistics and Data Analysis	C		YES
9	3	Bachelor's degree course (non-FBA and non-FSH Economics courses)		E	YES	
10	3	Bachelor's degree course (non-FBA and non-FSH Economics courses)		E	YES	
11	3	Bachelor's degree course (non-FBA and non-FSH Economics courses)		E		YES
	33					

Students taking EBIS200 in 1st semester will take MGMT221 in 2nd semester and vice versa.

YEAR 3 - Marketing

	Credits	Course code	Course Title		2012-1st	2012-2nd
1	3	BBEL332	Business Law	C		YES
2	3	GBMT300	Global Business Environment	C		YES
3	3	MGMT330	Strategic Management	C	YES	
4	3	MGMT331	Research Methods	C		YES
5	3	MGMT336	Business Ethics and Corporate Social Responsibility	C	YES	
6	3	MKTG340	Consumer Behaviour	C	YES	
7	3	MKTG341	Business-to-Business Marketing	C	YES	
8	3	QMDS300	Quantitative Decision Analysis	C		YES
9	3	Course selected from the Marketing Required Electives		R		YES
10	3	Course selected from the Marketing Required Electives		R	YES	
11	3	3rd year level or above bachelor course (non-major course)		E	YES	
	33					

YEAR 4 - Marketing

	Credits	Course code	Course Title		2013-1st	2013-2nd
1	3	QMDS400	Project and Quality Management	C	YES	
2	3	MKTG411	Integrated Marketing Communications	C	YES	
3	3	MKTG410	International Marketing	C	YES	YES
4	3	MKTG412	Marketing Strategy	C	YES	
5	3	Course selected from the Marketing Required Electives		R	YES	
6	3	Course selected from the Marketing Required Electives		R	YES	
7	3	Course selected from the Marketing Required Electives		R		YES
8	3	3rd year level or above bachelor course offered by FBA		E		YES
9	3	3rd year level or above bachelor course offered by FBA		E		YES
10	3	3rd year level or above bachelor course (non-major course)		E		YES
11	3	3rd year level or above bachelor course (non-major course)		E	YES	
	33					

* MKTG410 will be offered in 1st and 2nd semester

Marketing Required Electives

MKTG420	Services Marketing
MKTG421	Sales Management
MKTG422	Retail Strategy
MKTG423	International Retailing
MKTG424	Marketing for Hospitality Industry
MKTG425	Leisure and Lifestyle Retailing (Entertainment Marketing)
MKTG426	Events Marketing
MKTG427	Marketing Channel Management
MKTG428	Product Management
MKTG429	Pricing Strategy
MKTG430	Customer Relationship Management
MKTG431	Internet Marketing: Principles and Models
MKTG432	Brand Management
MKTG433	Quantitative Marketing Research
MKTG434	Qualitative Marketing Research
MKTG435	Special Topics in Marketing