

For 2010/2011 Intake (B-B0-XXXX-X students)
Major in Marketing - Retail and Services Marketing

Updated 28/02/2013

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			
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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	
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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
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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
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YEAR 2 - Marketing - Retail and Services Marketing

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

YEAR 3 - Marketing - Retail and Services 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 Retail and Services Marketing Required Electives List A		R		YES
10	3	Course selected from Retail and Services Marketing Required Electives List A		R	YES	
11	3	3rd year level or above bachelor course (non-major course)		E	YES	
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YEAR 4 - Marketing - Retail and Services 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 Retail and Services Marketing Required Electives List A		R	YES	
6	3	Course selected from Retail and Services Marketing Required Electives List A		R	YES	
7	3	Course selected from Retail and Services Marketing Required Electives List B		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	
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* MKTG410 will be offered in 1st and 2nd semester

Retail and Services Marketing Required Electives

LIST A	
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
LIST B	
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