

**Major in Marketing - MKG11**

Students are strongly advised to check the enrolment records each semester in order to secure the graduation requirement has been fulfilled. You may print out this study plan and cross-check with your enrolment records. Should you have any doubts on the below study plan, please approach the FBA General Office for confirmation.

\* Course Type  
 CM : Compulsory/Major Course  
 GE : General Education Course  
 RE : Required Elective  
 DE : Distribution / Diversity Elective  
 FE : Free Elective

**First Year - UF1**

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
BECO1000	BECO100	Principles of Microeconomics	3	CM	X	
PSYC1000	PSYB111	Introduction to Psychology	3	GE	X	
ISOM1002	QMDS100	Business Mathematics	3	GE	X	
CPED1999	SAGE102	First-Year Experiential Learning	-	GE	X	
<b>1 "English Language" Course</b>						
N/A	EELC121	English II: Introduction to University English 1	3	GE	X	
N/A	EELC131	English III: Academic English 1				
N/A	EELC141	English IV: Academic English 3				
N/A	ENGL112	Critical Reading and Writing				
1 General Education Course			3	GE	X	
1 General Education Course			3	GE	X	
BECO1001	BECO101	Principles of Macroeconomics	3	CM		X
ISOM1001	EBIS112	Contemporary Information Systems for Organizations	3	GE		X
MGMT1000	MGMT110	Principles of Business Management	3	CM		X
<b>1 "English Language" Course</b>						
N/A	EELC122	English II: Introduction to University English 2	3	GE		X
N/A	EELC132	English III: Academic English 2				
N/A	EELC142	English IV: Academic English 4				
N/A	ENGL113	Experiencing Literature In English				
1 General Education Course			3	GE		X
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Students are required to take the course 'Introduction to Psychology' to substitute the GE course in area of 'Life Science, Health and the Human Condition'.

Students are required to take the course 'Business Mathematics' to substitute the GE course in area of 'Mathematics/Quantitative Reasoning'.

Students are required to take **ONE** pair of the above English courses.

Students are required to take the course 'Contemporary Information Systems for Organizations' for the GE course in area of 'Information Technology and Knowledge Society'.

**Second Year - UF2**

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MGMT2001	MGMT221	Organizational Behavior	3	CM	X	X
ISOM2001	EBIS200	Information Systems and Organizations	3	CM	X	X
Students who take MGMT2001/MGMT221 in 1st semester will take ISOM2001/EBIS200 in 2nd semester, and vice versa.						
ACCT1000	ACCT100	Principles of Financial Accounting	3	CM	X	
MGMT2000	MGMT220	Business Communications	3	CM	X	
1 General Education Course			3	GE	X	
1 Free Elective			3	FE	X	
1 Free Elective			3	FE	X	
ACCT2002	ACCT213	Principles of Managerial Accounting	3	CM		X
FINC2000	FINC210	Financial Management	3	CM		X
MKTG2000	MKTG220	Principles of Marketing	3	CM		X
ISOM2002	QMDS200	Statistics and Data Analysis	3	CM		X
1 General Education Course			3	GE		X
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**Third Year - UF3**

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MGMT3000	GBMT300	Global Business Environment	3	CM	X	
MGMT3003	MGMT330	Strategic Management	3	CM	X	
MKTG3000	MKTG340	Consumer Behavior	3	CM	X	
1 Distribution/Diversity Elective			3	DE	X	
1 Free Elective			3	FE	X	
ACCT2003	BBEL332	Business Law	3	DE		X
MGMT3004	MGMT331	Research Methods	3	CM		X
MKTG4000	MKTG410	International Marketing	3	CM		X
ISOM3030	QMDS300	Quantitative Decision Analysis	3	CM		X
1 Distribution/Diversity Elective			3	DE		X
1 Free Elective			3	FE		X
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**Fourth Year - UF4**

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MKTG4001	MKTG411	Integrated Marketing Communications	3	CM	X	
MKTG4002	MKTG412	Marketing Strategy	3	CM	X	
1 General Education Course			1	GE	X	
1 General Education Course			2	GE	X	
1 Marketing Required Elective			3	RE	X	
1 Marketing Required Elective			3	RE	X	
1 Free Elective			3	FE	X	
ISOM4006	QMDS400	Project and Quality Management	3	CM		X
1 General Education Course			3	GE		X
1 Distribution/Diversity Elective			3	DE		X
1 Marketing Required Elective			3	RE		X
1 Free Elective			3	FE		X
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The two GE courses included in the 1st semester are in areas of 'Physical Education' and 'Visual and Performing Arts'.

**Marketing Required Electives**

NEW Course Code	OLD Course Code	Course Title
MKTG3001	MKTG341	Business-to-Business Marketing
MKTG4003	MKTG420	Services Marketing
MKTG4004	MKTG421	Sales Management
MKTG4005	MKTG422	Retail Strategy
MKTG4006	MKTG423	International Retailing
MKTG4007	MKTG424	Marketing for Hospitality Industry
MKTG4008	MKTG426	Events Marketing
MKTG4009	MKTG427	Marketing Channel Management
MKTG4010	MKTG428	Product Management
MKTG4011	MKTG429	Pricing Strategy
MKTG4012	MKTG430	Customer Relationship Management
MKTG4013	MKTG431	Internet Marketing: Principles and Models
MKTG4014	MKTG432	Brand Management
MKTG4015	MKTG433	Quantitative Marketing Research
MKTG4016	MKTG434	Qualitative Marketing Research
MKTG4017	MKTG435	Special Topics in Marketing
MKTG4018	MKTG436	Leisure and Lifestyle Marketing