

**Major in Marketing - MKG17**

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**
- FE : Free Elective**

**First Year - UF1**

| Course Code                                      | Course Title                                       | Credit Units | * Course Type | 1st Sem | 2nd Sem |
|--|--|--------------|---------------|---------|---------|
| BECO1000   | Principles of Microeconomics                       | 3            | CM            | X       |         |
| CPED1000   | Residential College Experiential Learning          | 1            | CM            | X       | X       |
| CPED1001   | Physical Education I                               | 0.5          | CM            | X       |         |
| <b>1 "Chinese or Portuguese Language" Course</b> |  |              |               |         |         |
| CHLL1000   | University Chinese                                 | 3            | CM / FE       | X       |         |
| PORT1000   | Portuguese Language I – Introductory Portuguese    |              |               |         |         |
| 1 Free Elective                                  |  |              |               |         |         |
| <b>1 "English Language" Course</b>               |  |              |               |         |         |
| EELC1001   | Interactive English I                              | 3            | CM / FE       | X       |         |
| EELC1002   | Interactive English II                             |              |               |         |         |
| EELC1003   | Academic English                                   |              |               |         |         |
| 1 Free Elective                                  |  |              |               |         |         |
| <b>1 "Information Technology" Course</b>         |  |              |               |         |         |
| CISC1000   | Information Technology Fundamentals and Practices  | 3            | CM / FE       | X       |         |
| 1 Free Elective                                  |  |              |               |         |         |
| 1 General Education Course                       |  | 3            | GE            | X       |         |
| BECO1001   | Principles of Macroeconomics                       | 3            | CM            |         | X       |
| CPED1002   | Physical Education II                              | 0.5          | CM            |         | X       |
| CPED1003   | Communication Skills and Leadership                | 1            | CM            |         | X       |
| GEST1001   | Quantitative Reasoning for Business                | 3            | GE            |         | X       |
| ISOM1001   | Contemporary Information Systems for Organizations | 3            | CM            |         | X       |
| MGMT1000   | Principles of Business Management                  | 3            | CM            |         | X       |
| <b>1 "English Language" Course</b>               |  |              |               |         |         |
| EELC1002   | Interactive English II                             | 3            | CM / FE       |         | X       |
| EELC1003   | Academic English                                   |              |               |         |         |
| 1 Free Elective                                  |  |              |               |         |         |
| 1 General Education Course                       |  | 3            | GE            |         | X       |
|  |  | <b>36</b>    |               |         |         |

CPED1000 is a yearly course.

Students can test out of the Chinese and/or Portuguese language course(s) if they obtain certain qualifications and should enroll course as follows:

- a) Test out **EITHER** Chinese Language Course **OR** Portuguese Language Course: One 3-credit free elective in the first semester of first year of study
- b) Test out **NEITHER** Chinese Language Course **NOR** Portuguese Language Course: CHLL1000 **OR** PORT1000 in the first semester of first year of study

Test out information: [https://reg.um.edu.mo/current-students/ugmodel/lang\\_skills/](https://reg.um.edu.mo/current-students/ugmodel/lang_skills/)

Students can test out of some or all of the 3 English language courses and are required to take English courses according to assigned level, one course in each semester from the first semester of first year of study to the first semester of second year of study.

- a) Placement level "IE1": EELC1001 + EELC1002 + EELC1003
- b) Placement level "IE2": EELC1002 + EELC1003 + One 3-credit free elective
- c) Placement level "AE": EELC1003 + Two 3-credit free electives
- d) None of the above: Three 3-credit free electives

Test out information: [https://reg.um.edu.mo/current-students/ugmodel/lang\\_skills/](https://reg.um.edu.mo/current-students/ugmodel/lang_skills/)

Students can test out of the information technology course if they obtain 80% or above on the Computer Skill Test arranged by the Faculty of Science and Technology (FST).

- a) Did **NOT** test out information technology course: CISC1000 in the first semester of first year of study
- b) Test out information technology course: One 3-credit free elective in the first semester of first year of study

Test out information: [https://reg.um.edu.mo/current-students/ugmodel/lang\\_skills/](https://reg.um.edu.mo/current-students/ugmodel/lang_skills/)

Students are required to take GE courses as follows in order to graduate:

| General Education Area    | Course Requirement (Two Courses from Each Area)   |
|---------------------------|---|
| Global Awareness          | GEGA1000 – Macao and Chinese Civilization ( <i>compulsory</i> )<br>1 course from the list other than GEGA1000                       |
| Literature and Humanities | GELH1000 – Chinese Language and Culture ( <i>compulsory</i> )<br>1 course from the list other than GELH1000                         |
| Science and Technology    | GEST1001 – Quantitative Reasoning for Business ( <i>compulsory</i> )<br>1 course from the list other than GEST1001                  |
| Society and Behaviour     | GESB1000 – Ethics, Values, Law and Society ( <i>compulsory</i> )<br>1 course from the list other than GESB1000 (GESB1001/1002/1003) |

CPED1003 consists of 2 components: Online Lectures, plus Communication and Leadership Activities.

This course can be studied and completed in any year level, and enrollment record will be shown after course completion.

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**Second Year - UF2**

| Course Code   | Course Title                          | Credit Units | * Course Type | 1st Sem | 2nd Sem |
|---|---------------------------------------|--------------|---------------|---------|---------|
| MGMT2001  | Organizational Behavior               | 3            | CM            | X       | X       |
| ISOM2001  | Information Systems and Organizations | 3            | CM            | X       | X       |
| Students who take MGMT2001 in the first semester will take ISOM2001 in the second semester, and vice versa. |                                       |              |               |         |         |
| ACCT1000  | Principles of Financial Accounting    | 3            | CM            | X       |         |
| MGMT2000  | Business Communications               | 3            | CM            | X       |         |
| MKTG2000  | Principles of Marketing               | 3            | CM            | X       |         |
| <b>1 "English Language" Course</b>  |                                       |              |               |         |         |
| EELC1003  | Academic English                      | 3            | CM / FE       | X       |         |
| 1 Free Elective   |                                       |              |               |         |         |
| ACCT2000  | Management Accounting I               | 3            | CM            |         | X       |
| FINC2000  | Financial Management                  | 3            | CM            |         | X       |
| ISOM2002  | Statistics and Data Analysis          | 3            | CM            |         | X       |
| 1 General Education Course  |                                       | 3            | GE            |         | X       |
| 1 Free Elective   |                                       | 3            | FE            |         | X       |
|   |                                       | <b>33</b>    |               |         |         |

**Third Year - UF3**

| Course Code                | Course Title  | Credit Units | * Course Type | 1st Sem | 2nd Sem |
|----------------------------|---|--------------|---------------|---------|---------|
| MGMT3000                   | Global Business Environment                         | 3            | CM            | X       |         |
| MGMT3003                   | Strategic Management                                | 3            | CM            | X       |         |
| MKTG3000                   | Consumer Behavior                                   | 3            | CM            | X       |         |
| 1 General Education Course |   | 3            | GE            | X       |         |
| 1 General Education Course |   | 3            | GE            | X       |         |
| 1 Free Elective            |   | 3            | FE            | X       |         |
| ISOM3030                   | Quantitative Decision Analysis                      | 3            | CM            |         | X       |
| MGMT3004                   | Research Methods                                    | 3            | CM            |         | X       |
| MGMT3009                   | Business Ethics and Corporate Social Responsibility | 3            | CM            |         | X       |
| MKTG4000                   | International Marketing                             | 3            | CM            |         | X       |
| 1 General Education Course |   | 3            | GE            |         | X       |
| 1 Free Elective            |   | 3            | FE            |         | X       |
|                            |   | <b>36</b>    |               |         |         |

**Fourth Year - UF4**

| Course Code                   | Course Title                        | Credit Units | * Course Type | 1st Sem | 2nd Sem |
|-------------------------------|-------------------------------------|--------------|---------------|---------|---------|
| MKTG4001                      | Integrated Marketing Communications | 3            | CM            | X       |         |
| MKTG4002                      | Marketing Strategy                  | 3            | CM            | X       |         |
| 1 Marketing Required Elective |                                     | 3            | RE            | X       |         |
| 1 Marketing Required Elective |                                     | 3            | RE            | X       |         |
| 1 Free Elective               |                                     | 3            | FE            | X       |         |
| 1 Free Elective               |                                     | 3            | FE            | X       |         |
| ISOM4006                      | Project and Quality Management      | 3            | CM            |         | X       |
| 1 Marketing Required Elective |                                     | 3            | RE            |         | X       |
| 1 General Education Course    |                                     | 3            | GE            |         | X       |
| 1 Free Elective               |                                     | 3            | FE            |         | X       |
| 1 Free Elective               |                                     | 3            | FE            |         | X       |
|                               |                                     | <b>33</b>    |               |         |         |

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**Marketing Required Electives**

| Course Code | Course Title                              |
|-------------|---|
| MKTG3001    | Business-to-Business Marketing            |
| MKTG4003    | Services Marketing                        |
| MKTG4004    | Sales Management                          |
| MKTG4005    | Retail Strategy                           |
| MKTG4006    | International Retailing                   |
| MKTG4007    | Marketing for Hospitality Industry        |
| MKTG4008    | Events Marketing                          |
| MKTG4009    | Marketing Channel Management              |
| MKTG4010    | Product Management                        |
| MKTG4011    | Pricing Strategy                          |
| MKTG4012    | Customer Relationship Management          |
| MKTG4013    | Internet Marketing: Principles and Models |
| MKTG4014    | Brand Management                          |
| MKTG4015    | Quantitative Marketing Research           |
| MKTG4016    | Qualitative Marketing Research            |
| MKTG4017    | Special Topics in Marketing               |
| MKTG4018    | Leisure and Lifestyle Marketing           |