

Major in Marketing (Retail and Services Marketing) - MKG17 (RSM17)

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	
GEST1001	Quantitative Reasoning for Business	3	GE	X	
1 "Chinese or Portuguese Language" Course					
CHLL1000	University Chinese	3	CM / FE	X	
PORT1000	Portuguese Language I – Introductory Portuguese				
1 Free Elective					
1 "English Language" Course					
EELC1001	Interactive English I	3	CM / FE	X	
EELC1002	Interactive English II				
EELC1003	Academic English				
1 Free Elective					
1 "Information Technology" Course					
CISC1000	Information Technology Fundamentals and Practices	3	CM	X	
BECO1001	Principles of Macroeconomics	3	CM		X
CPED1002	Physical Education II	0.5	CM		X
CPED1003	Communication Skills and Leadership	1	CM		X
ISOM1001	Contemporary Information Systems for Organizations	3	CM		X
MGMT1000	Principles of Business Management	3	CM		X
1 "English Language" Course					
EELC1002	Interactive English II	3	CM / FE		X
EELC1003	Academic English				
1 Free Elective					
1 General Education Course		3	GE		X
1 General Education Course		3	GE		X
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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/

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/

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>)
	1 course from the list other than GEGA1000
Literature and Humanities	GELH1000 – Chinese Language and Culture (<i>compulsory</i>)
	1 course from the list other than GELH1000
Science and Technology	GEST1001 – Quantitative Reasoning for Business (<i>compulsory</i>)
	1 course from the list other than GEST1001
Society and Behaviour	GESB1000 – Ethics, Values, Law and Society (<i>compulsory</i>)
	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	
1 "English Language" Course					
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
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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
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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 Retail and Services Marketing Required Elective from List A		3	RE	X	
1 Retail and Services Marketing Required Elective from List A		3	RE	X	
1 Free Elective		3	FE	X	
1 Free Elective		3	FE	X	
ISOM4006	Project and Quality Management	3	CM		X
1 Retail and Services Marketing Required Elective from List B		3	RE		X
1 General Education Course		3	GE		X
1 Free Elective		3	FE		X
1 Free Elective		3	FE		X
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Retail and Services Marketing Required Electives

Course Code	Course Title
List A	
MKTG4003	Services Marketing
MKTG4004	Sales Management
MKTG4005	Retail Strategy
MKTG4006	International Retailing
MKTG4007	Marketing for Hospitality Industry
MKTG4008	Events Marketing
MKTG4018	Leisure and Lifestyle Marketing
List B	
MKTG3001	Business-to-Business 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