

Major in Marketing - MKG20

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 | |
| MGMT1000 | Principles of Business Management | 3 | CM | 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 | | | | | |
| EELC1012 | University English II | 3 | CM/FE | X | |
| EELC1013 | University English III | | | | |
| 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 |
| GEST1001 | Quantitative Reasoning for Business | 3 | GE | | X |
| ISOM1001 | Contemporary Information Systems for Organizations | 3 | CM | | X |
| 1 "English Language" Course | | | | | |
| EELC1013 | University English III | 3 | CM | | X |
| E4 English elective | Choose one from the following 3 courses: Academic English : Speaking Academic English : Writing Academic English : Project-based Learning | | | | |
| E5 English elective | Choose one from the following 3 courses: English Speaking for Academic Research English Writing for Academic Research English Intergrated Skills for Academic Researc | | | | |
| 1 General Education Course | | 3 | GE | | X |
| 1 General Education Course | | 3 | GE | | X |
| | | 35 | | | |

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 "E1a": EELC1011 + EELC1008 + EELC1012 + EELC1013
 b) Placement level "E1b": E EELC1011 + EELC1012 + EELC1013
 c) Placement level "E2": EELC1012 + EELC1013 + E4 English elective (in 2nd semester of Year Two)
 d) Placement level "E3": EELC1013 + E4 English elective(in 2nd semester of Year One) + One 3-credit free electives
 e) Placement level "E5": E5 English elective (in 2nd semester of Year One) + Two 3-credit free electives
 f) None of the above : Three 3-credit free electives

Test out information: <https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-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) |

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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 | | | | | |
| E4 English elective | Choose one from the following 3 courses: Academic English : Speaking Academic English : Writing Academic English : Project -based Learning | 3 | CM / FE | | X |
| 1 Free Elective | | | | | |
| CPED2001 | Residential College Community Team Project | 1 | CM | | X |
| 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 |
| | | 31 | | | |

(*If student has placed in E1a plan and has enrolled "EELC1008 Grammar and Writing Improvement I" in year one, student need to take one GE course instead of one FE course in year 3 or year 4)

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 | |
| 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 |
| | | 30 | | | |

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 | |
| 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 |
| | | 30 | | | |

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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 |