

**Major in Marketing - MKG22**

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	*	
CPED1000	Residential College Experiential Learning	1	CM	*	*
CPED1001	Physical Education I	0.5	CM	*	
MGMT1000	Principles of Business Management	3	CM	*	
<b>1 "Chinese or Portuguese Language" Course</b>					
CHLL1000	University Chinese	3	CM / FE	*	
PORT1000	Portuguese Language I – Introductory Portuguese				
1 Free Elective					
<b>1 "English Language" Course</b>					
EELC1012	University English II	3	CM/FE	*	
EELC1013	University English III				
1 Free Elective					
<b>1 "Information Technology" Course</b>					
CISC1000	Information Technology Fundamentals and Practices	3	CM	*	
BECO1001	Principles of Macroeconomics	3	CM		*
CPED1002	Physical Education II	0.5	CM		*
GEST1001	Quantitative Reasoning for Business	3	GE		*
ISOM1001	Contemporary Information Systems for Organizations	3	CM		*
<b>1 "English Language" Course</b>					
EELC1013	University English III	3	CM		*
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		*
1 General Education Course		3	GE		*
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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/](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	*	*
ISOM1005	Introduction to Business Intelligence and Information	3	CM	*	*
* Students who take MGMT2001 in the first semester will take ISOM1005 in the second semester, and vice versa.					
ACCT1000	Principles of Financial Accounting	3	CM	*	
MGMT2000	Business Communications	3	CM	*	
MKTG2000	Principles of Marketing	3	CM	*	
<b>1 "English Language" Course</b>					
E4 English elective	Choose one from the following 3 courses: Academic English : Speaking Academic English : Writing Academic English : Project -based Learning	3	CM / FE		*
1 Free Elective					
CPED2001	Residential College Community Team Project	1	CM		*
ACCT2000	Management Accounting I	3	CM		*
FINC2000	Financial Management	3	CM		*
ISOM2002	Statistics and Data Analysis	3	CM		*
1 General Education Course		3	GE		*
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(\*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	*	
MGMT3003	Strategic Management	3	CM	*	
MKTG3000	Consumer Behavior	3	CM	*	
1 General Education Course		3	GE	*	
1 General Education Course		3	GE	*	
ISOM3030	Quantitative Decision Analysis	3	CM		*
MKTG3002	Marketing Research	3	CM		*
MGMT3009	Business Ethics and Corporate Social Responsibility	3	CM		*
MKTG4000	International Marketing	3	CM		*
1 General Education Course		3	GE		*
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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	*	
MKTG4002	Marketing Strategy	3	CM	*	
1 Marketing Required Elective		3	RE	*	
1 Marketing Required Elective		3	RE	*	
1 Free Elective		3	FE	*	
ISOM4006	Project and Quality Management	3	CM		*
1 Marketing Required Elective		3	RE		*
1 General Education Course		3	GE		*
1 Free Elective		3	FE		*
1 Free Elective		3	FE		*
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**Marketing Required Electives**

Course Code	Course Title
MKTG3001	Business-to-business Marketing
MKTG4003	Services Marketing
MKTG4005	Retail Strategy
MKTG4011	Pricing Strategy
MKTG4012	Customer Relationship Management
MKTG4013	Digital Marketing
MKTG4014	Brand Management
MKTG4017	Special Topics in Marketing
MKTG4019	Analytics for Marketing Decisions