

For 2009/2010 Intake (B-A9XXXX-X students)

Updated 9/03/2012

Major in Marketing

YEAR 1 - Uniform First Year

	Credits	Course code	Course Title		2009-1st	2009-2nd
1	3	BEC0100	PRINCIPLE OF MICROECONOMICS	C	YES	
2	3	BECO101	PRINCIPLE OF MACROECONOMICS	C		YES
3	3	EBIS100	INTRODUCTION TO COMPUTING	C	YES	
4	3	MGMT110	PRINCIPLE OF BUSINESS MANAGEMENT	C		YES
5	3	QMDS100	BUSINESS MATHEMATICS	C	YES	
6	3	EELC215 EELC301	ENGLISH FOR BUSINESS MAJORS I ENGLISH IMPROVEMENT LEVEL III: ACADEMIC ENGLISH 1	C	YES	
7	3	EECL216 EELC302	ENGLISH FOR BUSINESS MAJORS II ENGLISH IMPROVEMENT LEVEL III: ACADEMIC ENGLISH 2	C		YES
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Select ONE course from the following three courses

	Credits	Course code	Course Title		2009-1st	2009-2nd
1	3	PSYC101	Introduction to Psychology I	R	YES	
2	3	PSYC103	Personal and Social Competence	R	YES	
3	3	PSYC205	Social Psychology	R	YES	
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Select ONE course from the following four courses

	Credits	Course code	Course Title		2009-1st	2009-2nd
1	3	HIST165	Modern American History	R		YES
2	3	HIST175	East and West : A Short Contemporary History	R		YES
3	3	HIST232	Modern European History	R		YES
4	3	HIST256	World History II	R		YES
	3					

Select TWO courses from the following Required Electives

	Credits	Course code	Course Title		2009-1st	2009-2nd
1	3	BPAM107	Introduction to Public Administration	R		YES
2	3	CHIN127	Chinese and Chinese Culture I	R		YES
3	3	CHIN204	History of Modern Chinese Literature	R		YES
4	3	COMM102	Communication I : Interpersonal and Small Group Communication	R		YES
5	3	COMM104	Communication II : Mass Media	R		YES
6	3	ENGL124	Introduction to Literary Studies I	R		YES
7	3	ENGL125	Introduction to Literary Studies II	R		YES
8	3	HIST103	Modern Chinese History	R		YES
9	3	HIST105	History of Macau	R		YES
10	3	HIST165	Modern American History	R		YES
11	3	HIST175	East and West: A Short Contemporary History	R		YES
12	3	HIST232	Modern European History	R		YES
13	3	HIST256	World History II	R		YES
14	3	PSYC102	Introduction to Psychology II	R		YES
15	3	PSYC103	Personal and Social Competence	R		YES
16	3	PSYC205	Social Psychology	R		YES
17	3	SOCY101	Introduction to Sociology	R		YES
18	3	SOCY122	Introduction to Political Science	R		YES
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YEAR 2 - Marketing

	Credits	Course code	Course Title		2010-1st	2010-2nd
1	3	ACCT100	Principles of Financial Accounting	C	YES	
2	3	ACCT213	Principles of Managerial Accounting	C		YES
3	3	EBIS200	Information Systems and Organizations	C	YES	YES
4	3	FINC210	Financial Management	C		YES
5	3	MGMT220	Business Communications	C	YES	
6	3	MGMT221	Organizational Behavior	C	YES	YES
7	3	MKTG220	Principles of Marketing	C	YES	
8	3	QMDS200	Statistics and Data Analysis	C		YES
9	3	Bachelor's degree course (non-FBA and non-FSH Economics courses)		E	YES	
10	3	Bachelor's degree course (non-FBA and non-FSH Economics courses)		E	YES	
11	3	Bachelor's degree course (non-FBA and non-FSH Economics courses)		E		YES
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Students taking EBIS200 in 1st semester will take MGMT221 in 2nd semester and vice versa.

YEAR 3 - Marketing

	Credits	Course code	Course Title		2011-1st	2011-2nd
1	3	BBEL332	Business Law	C	YES	
2	3	GBMT300	Global Business Environment	C	YES	YES
3	3	MGMT330	Strategic Management	C	YES	YES
4	3	MGMT331	Research Methods	C		YES
5	3	MGMT336	Business Ethics and Corporate Social Responsibility	C	YES	
6	3	MKTG340	Consumer Behaviour	C	YES	
7	3	MKTG341	Business-to-Business Marketing	C	YES	
8	3	QMDS300	Quantitative Decision Analysis	C		YES
9	3	Course selected from the Marketing Required Electives		R		YES
10	3	Course selected from the Marketing Required Electives		R	YES	
11	3	3rd year level or above bachelor course (non-major course)		E		YES
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Students taking GBMT300 in 1st semester will take MGMT330 in 2nd semester and vice versa.

YEAR 4 - Marketing

	Credits	Course code	Course Title		2012-1st	2012-2nd
1	3	QMDS400	Project and Quality Management	C	YES	
2	3	MKTG411	Integrated Marketing Communications	C	YES	
3	3	MKTG410	International Marketing	C	YES	
4	3	MKTG412	Marketing Strategy	C		YES
5	3	Course selected from the Marketing Required Electives		R	YES	
6	3	Course selected from the Marketing Required Electives		R	YES	
7	3	Course selected from the Marketing Required Electives		R		YES
8	3	3rd year level or above bachelor course offered by FBA		E		YES
9	3	3rd year level or above bachelor course offered by FBA		E		YES
10	3	3rd year level or above bachelor course (non-major course)		E		YES
11	3	3rd year level or above bachelor course (non-major course)		E	YES	
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Marketing Required Electives

MKTG420	Services Marketing
MKTG421	Sales Management
MKTG422	Retail Strategy
MKTG423	International Retailing
MKTG424	Marketing for Hospitality Industry
MKTG425	Leisure and Lifestyle Retailing (Entertainment Marketing)
MKTG426	Events Marketing
MKTG427	Marketing Channel Management
MKTG428	Product Management
MKTG429	Pricing Strategy
MKTG430	Customer Relationship Management
MKTG431	Internet Marketing: Principles and Models
MKTG432	Brand Management
MKTG433	Quantitative Marketing Research
MKTG434	Qualitative Marketing Research
MKTG435	Special Topics in Marketing