

For 2009/2010 Intake (B-A9XXXX-X students)
Major in Marketing - Retail and Services Marketing

Updated 9/03/2012

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 | ENGLISH FOR BUSINESS MAJORS I | C | YES | |
| | | EELC301 | ENGLISH IMPROVEMENT LEVEL III: ACADEMIC ENGLISH 1 | | | |
| 7 | 3 | EECL216 | ENGLISH FOR BUSINESS MAJORS II | C | | YES |
| | | EELC302 | ENGLISH IMPROVEMENT LEVEL III: ACADEMIC ENGLISH 2 | | | |
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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 | |
| | 3 | | | | | |

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 | HIST232 | Modern European History | R | | YES |
| 12 | 3 | HIST256 | World History II | R | | YES |
| 13 | 3 | PSYC102 | Introduction to Psychology II | R | | YES |
| 14 | 3 | PSYC103 | Personal and Social Competence | R | | YES |
| 15 | 3 | PSYC205 | Social Psychology | R | | YES |
| 16 | 3 | SOCY101 | Introduction to Sociology | R | | YES |
| 17 | 3 | SOCY122 | Introduction to Political Science | R | | YES |
| 18 | 3 | HIST175 | East and West: A Short Contemporary History | R | | YES |
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YEAR 2 - Marketing - Retail and Services Marketing

| | Credits | | | | 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 - Retail and Services 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 | QMDS300 | Quantitative Decision Analysis | C | | YES |
| 5 | 3 | MGMT331 | Research Methods | C | | YES |
| 6 | 3 | MGMT336 | Business Ethics and Corporate Social Responsibility | C | YES | |
| 7 | 3 | MKTG340 | Consumer Behaviour | C | YES | |
| 8 | 3 | MKTG341 | Business-to-Business Marketing | C | | YES |
| 9 | 3 | Course selected from Retail and Services Marketing Required Electives List A | | R | YES | |
| 10 | 3 | Course selected from Retail and Services Marketing Required Electives List A | | R | | YES |
| 11 | 3 | 3rd year level or above bachelor course (non-major course) | | E | YES | |
| | 33 | | | | | |

Students taking GBMT300 in 1st semester will take MGMT330 in 2nd semester and vice versa.

YEAR 4 - Marketing - Retail and Services 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 Retail and Services Marketing Required Electives List A | | R | YES | |
| 6 | 3 | Course selected from Retail and Services Marketing Required Electives List A | | R | YES | |
| 7 | 3 | Course selected from Retail and Services Marketing Required Electives List B | | 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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Retail and Services Marketing Required Electives

| LIST A | |
|---------------|---|
| 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 |
| LIST B | |
| 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 |