

BBA-MKT Curriculum (Year 1 Entrants)

BBA (Hons) in Marketing Curriculum					
Study Area		Year 1	Year 2	Year 3	Year 4
Common Core Curriculum (16 modules)	Chinese Language	CHN1000 Freshman Chinese CHN1002 Chinese Literature Appreciation	CHN2001 Applied Putonghua		
	English Language	ENG1001 University English (I) ENG1002 University English (II)	ENG2001 English for Academic Purposes	ENG3002 English for Professional Communication	
	General Education	GEN1000 Perspective on General Education	GE Cluster GE Cluster	GE Cluster GE Cluster	GE Elective GE Elective
	Mathematics & Statistics	AMS1303 Probability and Statistics			
	Information Technology		COM1000 Contemporary Information Technologies		
Business Education (10 modules)	Accountancy		ACY2001 Financial Accounting ACY2002 Management Accounting 1	ACY2021 Hong Kong Business Law	
	Economics & Finance	ECO1001 Business Economics 1 ECO1002 Business Economics 2	FIN2001 Financial Management		
	Marketing & Management	MGT1002 Principles of Management BUS2001 Principles of Marketing			MGT4001 Business Policy and Strategy
	Supply Chain Management		SCM3006 Operation and Supply Chain Management		
Marketing Core (2 modules)				BUS3001 Marketing Research	BUS4005 Strategic Marketing
Marketing Elective (10 modules)			Major Elective 1 (Recommended Module: BUS3009 Event Marketing and Management)	BUS3002 Consumer Behaviour BUS3003 Advertising and IMC BUS3004 Sales Force Management BUS3008 Global Marketing BUS3011 Customer Relationship Management BUS4001 Marketing in China BUS4002 E-Marketing BUS4003 Retail and Channel Management BUS4004 Business to Business Marketing BUS4006 Services Marketing BUS4010 Brand Management SBUS4999 Senior Year Project (Any 9 modules, please refer to the recommended study plan)	
Free Electives (3 modules)				Free Elective 1 Free Elective 2	Free Elective 3
Total No. of Modules:		10 (28 Credits)	10 (29 Credits)	11 (33 Credits)	10 (30 Credits)