(For students admitted in 2012-13 under the 3-year degree)

Curriculum for BBA in Marketing

General Requirements

Students are required to complete the following general requirements for graduation in addition to program specific requirements:

Required Courses in English Communication
Common Core Requirements
Required Course in Physical Education

For details please refer to the section "General Requirements" on this website.

Program Specific Requirements

Credit(s)

Required courses

		MARK 2120	Marketing Management	3
		MARK 3220	Marketing Research	4
		MARK 3420	Consumer Behavior	4
		MARK 4210	Strategic Marketing	4
		ACCT 2010	Principles of Accounting I	3
(1)		ECON 2103	Principles of Microeconomics	3
(1)	or	ECON 2113	Microeconomics	3
(1)	or	ECON 2913	Honors Microeconomics	3
		FINA 2303	Financial Management	3
		ISOM 2010	Introduction to Information Systems	3
		ISOM 2500	Business Statistics	3
		ISOM 2700	Operations Management	3
		MGMT 2110	Organizational Behavior	3
(2)		MGMT 2120	Business, Society and the Individual	1
(3)		SBMT 1111	Business Student Induction	0
(4)		LANG 1112	Chinese Business Communication I	3
(5)		MATH 1003	Calculus and Linear Algebra	3

Elective courses

	Elective types		Minimum no. of courses	Minimum total credits
	MARK	Marketing Elective	3	12
(6)	SB&M	Business Breadth	3	9

Notes:

(1) Students entering with AL Economics take ECON 2113; however, those with grade B or above in HKAL Economics will take ECON 2913. All other students without AL Economics background, including those entering with AL Business and Economics, take ECON 2103.

(2) Students may take MGMT 2120 in either Fall or Spring during their second year of study.

(3) Students who have completed this course in their preparatory year of study do not need to take the course again in their year one.

(4) Students cannot replace this course by LANG 1110 (prior to 2012-13)/1111 (prior to 2011-12) for graduation purposes. Students recruited from Mainland China will replace this course by a free elective. For international students who are assessed as having inadequate Chinese background to take LANG 1112, they will replace this course by LANG 1120.

(5) Students should take MATH 1003 or a free elective with respect to their prior mathematics background as follows:

Prior mathematics background: HKCEE Mathematics only, or grade C or below in HKCEE Additional Mathematics
Course to be taken: MATH 1003

Prior mathematics background: Grade B or above in HKCEE Additional Mathematics; OR a passing grade in AS Mathematics and Statistics, AL/AS Applied Mathematics or AL Pure Mathematics
Course to be taken: Free Elective

Prior mathematics background: Qualification apart from the above - students in this group are required to take a Mathematics Placement Test.
Course to be taken: MATH 1003 or a free elective, subject to School approval on consideration of the placement test result.

(6) Students are required to take at least three business courses of nine credits from discipline(s) outside their first major to fulfill the Business Breadth requirement. They can make use of all Business Breadth credits to count towards the second major requirement. Students are advised to take the Business Breadth courses in their second and third year of studies.

A minimum of 102 credits is required for the BBA program in Marketing. Students must take additional course(s) and/or elective(s) of higher-than-required credit value to meet this minimum total of 102 credits.