

MarTech Concentration Course Info as of AY 2024-25

12 Units

ELECTIVE COURSE I		UNITS	PREREQUISITES
MKTG2005	Marketing Management (For non-BBA students only)	3	BUSI1005
ISEM2005/ BUSI2055	Management Information Systems/ AI in Business (For non-BBA students only)	3	Nil
MKTG3026	Strategic Digital marketing	3	MKTG2005/2015
MKTG3056	Social Media Marketing	3	MKTG2005/2015
MKTG3047	Big Data Marketing	3	BUSI3007, MKTG2005/2015
MKTG4006	e-CRM	3	MKTG2005/2015
ISEM3006	Data Management in Business	3	ACCT2007 / ISEM2005

9 Units

ELECTIVE COURSE II		UNITS	PREREQUISITES
MKTG3007	Consumer Behaviour	3	MKTG2005/2015
MKTG3005	Marketing Research Methods *It is not offered to students who take GLCB3005	3	BUSI3007, MKTG2005/2015
MKTG3025	Integrated Marketing Communications	3	MKTG2005/2015
MKTG3057	Seminar in MarTech and Business Intelligence	3	MKTG2005/2015
BUSI2045	Data Analytics for Business Decision Making (For non-BBA students only)	3	BUSI1006
ISEM3027	Introduction to App Development and Mobile User Experience Design	3	ACCT2007/ISEM2005
ISEM3035	Introduction to Business Data Analytics and Visualization	3	ACCT2007/ISEM2005
ISEM4006	Electronic Commerce	3	ACCT2007/ISEM2005
ISEM4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3	ISEM3035 / BCDA Year 3 Standing
ECON3097	Data Visualization for Economic Business Storytelling	3	Nil
REMT3006	Smart Retailing	3	MKTG2005/2015

Last updated: August 2026