

# MarTech Concentration Course Info as of AY 2024-25

## 12 Units

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

## 9 Units

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

*Last updated: Jan 2025*