

MarTech Concentration Course Info as of AY 2025-26

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/BUSI2055

9 Units

ELECTIVE COURSE II	UNITS	PREREQUISITES
MKTG3007 Consumer Behaviour	3	MKTG2005/2015
MKTG3005 Marketing Research Methods <small>*It is not offered to students who take GLCB3005</small>	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	3	BUSI1006
ISEM3027 Introduction to App Development and Mobile User Experience Design	3	ACCT2007/ISEM2005/ BUSI2055
ISEM3035 Introduction to Business Data Analytics and Visualization	3	ACCT2007/ISEM2005/ BUSI2055
ISEM4006 Electronic Commerce	3	ACCT2007/ISEM2005/ BUSI2055
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: Sep 2025