

Marketing Minor (15 units)
 工商管理學士(榮譽)—市場學副修

Major Programme Offering the Minor Programme

Bachelor of Business Administration (Honours) Programme

Offering Department

Department of Marketing

Philosophy and Rationale

The aim of the Marketing Minor is to equip students with updated marketing knowledge as well as to nurture them to become competitive and ethical business leaders in the global marketplace.

Programme Intended Learning Outcomes (PILOs)

Upon completion of the Marketing Minor, students will be able to

- (1) understand the role marketing plays in a business.
- (2) acquire knowledge and training in the marketing discipline.
- (3) have nurtured a sense of ethics and social responsibility in making marketing decisions.

Alignment of PILOs to HKBU Graduate Attributes

PILOs	HKBU Graduate Attributes*							No. of GAs addressed by this PILO
	Citizen ship	Knowledge	Learning	Skills	Creativity	Communication	Team work	
PILO1	✓	✓	✓					3
PILO2		✓		✓	✓			3
PILO3	✓		✓					2
<i>No. of PILOs addressing this GA</i>	2	2	2	1	1			

Medium of Instruction:

English

Year of Implementation

September 2004

Programme Structure (15 units)

Required courses (9 units)

BUSI 1005	The World of Business	3 units
MKTG 2005	Marketing Management	3 units
MKTG 3015	Socially Responsibility Marketing	3 units

Elective courses (6 units)

MKTG 3006	Global Marketing	3 units
MKTG 3007	Consumer Behaviour	3 units
MKTG 3017	Services Marketing	3 units
MKTG 3025	Integrated Marketing Communications	3 units
MKTG 3026	Strategic Digital Marketing	3 units

MKTG 3045	Entrepreneurial Marketing	3 units
MKTG 3047	Big Data Marketing	3 units
MKTG 4005	Strategic Marketing	3 units
MKTG 4006	Consumer Relationship Management	3 units
MKTG 4007	Brand Management	3 units
MKTG 4015	Sales Management	3 units
MKTG 4025	Marketing in China	3 units
MKTG 4026	Leisure Marketing	3 units

Remarks:

1. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.