

# **Programme Document**

## **2022-2023**

### **Minor Programme in Marketing**

**Bachelor of Business  
Administration (Honours)  
Degree Programme**

**(January 2023)**

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## 1. General Information

### 1.1 Minor Programme Title

Minor Programme in Marketing

市場學副修

### 1.2 Major Programme offering the Minor Programme

Bachelor of Business Administration (Honours) Degree Programme

### 1.3 Department(s) involved in offering the Minor Programme

Department of Management, Marketing and Information Systems

### 1.4 Philosophy/Rationale of the Minor Programme

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.

### 1.5 Programme aims, objectives, PILOs, and the alignment of PILOs to the HKBU GAs

#### 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

	HKBU Graduate Attributes*							No. of GAs addressed by this PILO
PILOs	Citizen ship	Knowledge	Learning	Skills	Creativity	Communi- cation	Team work	
PILO1	✓	✓	✓					3
PILO2		✓		✓	✓			3
PILO3	✓		✓					2
No. of PILOs addressing this GA	2	2	2	1	1			

### 1.6 Medium of instruction

English

**1.7 Target students**  
Non-BBA students

**1.8 Year of implementation**  
September 2004

**2. Programme Structure and Content**

**2.1 Curriculum structure**

Students are required to complete the specified courses listed below to claim a minor in marketing discipline. The selection of minors by individual students is permitted subject to the approval of the major and minor Departments concerned.

**2.2 Total number of units required**  
15 units

**2.3 Minor programme contents**

**Required courses (9 units)**

BUSI	1005	The World of Business and Entrepreneurship	3 units
MKTG	2005	Marketing Management	3 units
MKTG	3015	Socially Responsible 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	3056	Social Media Marketing	3 units
MKTG	4005	Strategic Marketing	3 units
MKTG	4006	e-CRM	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
MKTG	4057	Agribusiness: Marketing and Entrepreneurship	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.

## 2.4 Pre-requisites and levels

Students must take at least one 3-unit course at Level III or above.

<i>Alignment of Courses to PILOs (Required/ Elective Courses)</i>			
Courses\ PILOs	PILO1	PILO2	PILO3
BUSI 1005 The World of Business and Entrepreneurship	✓	✓	✓
MKTG 2005 Marketing Management	✓	✓	✓
MKTG 3006 Global Marketing	✓	✓	✓
MKTG 3007 Consumer Behaviour	✓	✓	✓
MKTG 3015 Socially Responsible Marketing	✓	✓	✓
MKTG 3017 Services Marketing	✓	✓	✓
MKTG 3025 Integrated Marketing Communications	✓	✓	✓
MKTG 3026 Strategic Digital Marketing	✓	✓	✓
MKTG 3045 Entrepreneurial Marketing	✓	✓	✓
MKTG 3047 Big Data Marketing	✓	✓	✓
MKTG 3056 Social Media Marketing	✓	✓	✓
MKTG 4005 Strategic Marketing	✓	✓	✓
MKTG 4006 e-CRM	✓	✓	✓
MKTG 4007 Brand Management	✓	✓	✓
MKTG 4015 Sales Management	✓	✓	✓
MKTG 4025 Marketing in China	✓	✓	✓
MKTG 4026 Leisure Marketing	✓	✓	✓
MKTG 4057 Agribusiness: Marketing and Entrepreneurship	✓	✓	✓

## 3. General Regulations for Minor Programmes

The programme follows the prevailing University regulations.

## 4. Quality Assurance Implementation

The programme follows the quality assurance provisions and procedures implemented by the BBA Programme, which also aligns with the prevailing quality assurance procedures.

## 5. Programme Management

The programme follows the programme management structure of BBA Programme.

## 6. Staffing and Resources

The programme shares the staffing and resources of BBA Programme.

## 7. Version Control

Last updated date: January 2023