

(Study Scheme - English)

**Programme Title**

Marketing and Communication

**Study Scheme**

**Applicable to students admitted in 2018-19 and thereafter**

**Major Programme Requirement**

Students are required to complete a minimum of 63 units of courses as follows:

	Units
1. Required School Package: ACT2111, 4253, ECO2011, 2121 <sup>[1]</sup> , FIN2010, MKT2010 9 units of business courses from the following: DMS2030, 2051, ECO2021, MGT2020	27
2. Required Courses: MAT1005 <sup>[2]</sup> , MKT3020, 4040, 4120, 3030	15
3. Elective Courses:	
(a) 18 units selected from the major elective list: ACT2121, 3153; CSC1001, 1002; DMS2030, 2051, ECO2021, 3011, 3010, 3211, 3160, 3121; IDE2097, 3000, 4000; MGT2020, 3010, 3250, 4020, 4188, 4189, 4270; MKT3050, 3080, 4020, 4030, 4060, 4080, 4110, 4150, 4910, 4920, 4220, 4270,4280,4312,4313; STA2002, 3010, 3020, 4003, 4030	18
(b) One course selected from the following: MGT4020, 4188, 4189	3
<b>Total:</b>	<b>63</b>

Notes:

- [1] Students who have passed STA2001 will be exempted from ECO2121.
- [2] Students who have passed MAT1010 (or both MAT1001 be exempted from MAT1005.
- [3] The first 9 units received from the courses DMS2030, 2051, ECO2021, MGT2020, are counted as the School Required Package units. The remaining units are counted as Major Elective Course units.
- [4] ACT2121, 3153, DMS2030, ECO3010, 3011, 3121,3160, 3211, IDE2097, 3000, 4000, MGT3010, 3250, 4020, 4188, 4189, 4270 and MKT courses at 2000 and above level (except MKT3060, 4160, 4210) will be included in the calculation of Major GPA for honours classification.

(Study Scheme - Chinese)

課程名稱 市場營銷	
修讀辦法 二〇一八至一九年度及之後入學學生適用	
主修課程要求 學生須至少修畢以下科目共 63 學分：	
	學分
1. 學院課程： ACT2111, 4253, ECO2011, 2121 <sup>[1]</sup> , FIN2010, MKT2010 9 學分選自以下科目： DMS2030, 2051, ECO2021, MGT2020	27
2. 必修科目： MAT1005 <sup>[2]</sup> , MKT3020, 4040, 4120, 3030	15
3. 選修科目： (a) 從主修科選修課表中選擇 18 學分： ACT2121, 3153; CSC1001, 1002; DMS2030, 2051, ECO2021, 3011, 3010, 3211, 3160, 3121; IDE2097, 3000, 4000; MGT2020, 3010, 3250, 4020, 4188, 4189, 4270; MKT3050, 3080, 4020, 4030, 4060, 4080, 4110, 4150, 4910, 4920, 4220, 4270, 4280, 4312, 4313; STA2002, 3010, 3020, 4003, 4030	18
(b) 從以下選修其中一科： MGT4020, 4188, 4189	3
	共： <u>63</u>
注： [1] 學生通過科目 STA2001 將可以豁免科目 ECO2121。 [2] 學生通過科目 MAT1010（或 MAT1001 和）將可以豁免 MAT1005。 [3] 在以下四門科目 DMS2030, 2051, ECO2021, MGT2020 中所修的前 9 個學分會計算在學院課程所需學分之內。其餘學分會計算成主修選修科目學分。 [4] ACT2121, 3153, DMS2030, ECO3010, 3011, 3121, 3160, 3211, IDE2097, 3000, 4000, MGT3010, 3250, 4020, 4188, 4189, 4270 與 MKT2000 及以上程度的科目（除 MKT3060, 4160, 4210 除外）將會計入主修科目之平均績點，並用以釐定學位等級。	

## (Recommended Course Pattern - English)

Recommended Course Pattern

- Sufficient units should be allowed in each term for students to fulfill the University Core Requirements, which include: (i) 3 units of Chinese; (ii) 12 units of English; (iii) 1 unit of IT; (iv) 18 units of General Education; and (v) 2 units of Physical Education and Health.
- Programmes with different streams/concentrations are required to provide the recommended pattern for each stream/concentration.

<b>Major Programme Requirement of <u>Marketing and Communication</u></b>		
	<b>Recommended Course Pattern</b>	<b>Units</b>
<b>First Year of Attendance</b>	1 <sup>st</sup> term Required School Package: ECO2011, ACT2111 Major Required: MAT1005 or MAT1010	6 3
	2 <sup>nd</sup> term Required School Package: ECO2121, FIN2010, select one course from DMS2030, 2051, ECO2021, MGT2020	9
<b>Second Year of Attendance</b>	1 <sup>st</sup> term Required School Package: MKT2010, select one course from DMS2030, 2051, ECO2021, MGT2020 Major Elective(s): one course	6 3
	2 <sup>nd</sup> term Required School Package: select one course from DMS2030, 2051, ECO2021, MGT2020 Major Required: MKT3020	3 3
<b>Third Year of Attendance</b>	1 <sup>st</sup> term Major Required: MKT4120, MKT3030 Major Elective(s): one course	6 3
	2 <sup>nd</sup> term Major Elective(s): two courses	6
<b>Fourth Year of Attendance</b>	1 <sup>st</sup> term Major Required: MKT4040 Major Elective(s): two courses	3 6
	2 <sup>nd</sup> term Required School Package: ACT4253 Major Elective(s): one course from MGT4020, 4188, 4189	3 3
<b>Total (Major Requirement including School Package):</b>		<b>63</b>

**修課推介**

1. 每學期均須預留足夠學分讓同學符合大學核心課程要求，包括: (一)中文三學分；(二)英文十二學分；(三)資訊科技一學分；(四)通識教育十八學分及(五)體育與健康兩學分。
2. 有不同專修範圍的課程須為每項專修範圍提供修課推介。

<b>市場營銷主修課程要求</b>		
	<b>修課推介</b>	<b>學分</b>
<b>第一修業學年</b>	第一學期 學院課程: ECO2011, ACT2111 主修必修科目: MAT1005 或 MAT1010	6 3
	第二學期 學院課程: ECO2121, FIN2010, 四选一 DMS2030, 2051, ECO2021, MGT2020	9
<b>第二修業學年</b>	第一學期 學院課程: MKT2010, 四选一 DMS2030, 2051, ECO2021, MGT2020 主修選修科目: 一科	6 3
	第二學期 學院課程: 四选一 DMS2030, 2051, ECO2021, MGT2020 主修必修科目: MKT3020	3 3
<b>第三修業學年</b>	第一學期 主修必修科目: MKT4120, MKT3030 主修選修科目: 一科	6 3
	第二學期 主修選修科目: 兩科	6
<b>第四修業學年</b>	第一學期 主修必修科目: MKT4040 主修選修科目: 兩科	3 6
	第二學期 學院課程: ACT4253 主修選修科目: 從 MGT, 4020, 4188, 4189 選修一科	3 3
<b>合共 (主修要求包括學院課程):</b>		<b>63</b>

## Course List

### I. Required School Package: for the School of Management and Economics

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
ACT2111	Introductory Financial Accounting	財務會計導論	3
ACT4253	Business Ethics and CSR	商業道德與企業社會責任	3
DMS2051	IT in Business Applications	商業應用中的資訊科技	3
ECO2011	Basic Microeconomics	微觀經濟學基礎	3
ECO2021	Basic Macroeconomics	宏觀經濟學基礎	3
ECO2121	Basic Statistics	統計學基礎	3
FIN2010	Financial Management	財務管理	3
MGT2020	Principles of Management	管理學原理	3
MKT2010	Marketing Management	市場管理	3
DMS2030	Operations Management	營運管理	3

### II. Major required courses

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
MAT1005	Mathematics for Business and Economics	商業與經濟數學	3
MAT1010	Calculus for Economic Analysis I	微積分 I	3
MKT3020	Consumer Behavior	消費者行為	3
MKT4040	Strategic Marketing	戰略營銷	3
MKT4120	Marketing Research	市場研究	3
MKT3030	Integrated Marketing Communication	整合營銷傳播	3

### III. Elective courses

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
ACT2121	Introductory Management Accounting	管理會計導論	3
ACT3153	Business and Company Law	商業法及公司法	3
CSC1001	Introduction to Computer Science: Programming Methodology	計算機科學導論：程式設計方法	3
CSC1002	Computational Laboratory	計算機實驗	1
DMS2030	Operations Management	營運管理	3
DMS2051	IT in Business Applications	商業應用中的資訊科技	3
ECO2021	Basic Macroeconomics	宏觀經濟學基礎	3
ECO3011	Intermediate Microeconomic Theory	中級微觀經濟理論	3
ECO3010	Law, Economics and Society	法律、經濟學與社會	3
ECO3211	Quantitative Methods for Policy Evaluation	政策評估的計量方法	3
ECO3160	Game Theory and Business Strategy	博弈論與商業戰略	3
ECO3121	Introductory Econometrics	計量經濟學導論	3
IDE2097	Entrepreneurship Practicum	創業實習（一）	3
IDE3000	Entrepreneurship Apprenticeship I	創業學徒制 I	3
IDE4000	Entrepreneurship Capstone	創業總結科目	3
MGT2020	Principles of Management	管理學原理	3
MGT3010	Organizational Behavior	組織行為學	3
MGT3250	International Business	國際商務	3

MGT4020	Case Study	案例分析	3
MGT4188	Internship / Practicum / Research	實習/研究	3
MGT4189	Entrepreneurship Practicum	創業實習	3
MGT4270	Current and Regional Issues in Supply Chain and Logistics Management	供應鏈與物流管理現代和區域性問題	3
MKT3050	Global Marketing	環球營銷	3
MKT3080	Strategic Media Planning	戰略性媒體規劃	3
MKT4020	e-tailing and Retailing	零售業及網路零售	3
MKT4030	Service Marketing	服務市場學	3
MKT4060	Visual Design for Marketing	市場營銷的視角設計	3
MKT4080	Digital and Social Media Marketing Strategy	社會媒體營銷	3
MKT4110	Strategic Brand Management	戰略品牌管理	3
MKT4150	Pricing Strategy	定價戰略	3
MKT4270*	Thesis in Marketing	市場營銷論文	3
MKT4280*	Thesis in Marketing II	市場營銷論文 II	3
MKT4312	Directed Research in Marketing and Communication I	市場行銷定向研究 I	3
MKT4313	Directed Research in Marketing and Communication II	市場行銷定向研究 II	2
MKT4910	Problems in Contemporary Advertising	當代廣告問題	2
MKT4920	Strategic Out-of-Home Media Advertising	戰略戶外媒體廣告	2
MKT4220	Big Data Marketing	大數據營銷	3
STA2002	Probability and Statistics II	概率及統計 (二)	3
STA3010	Regression Analysis	迴歸分析	3
STA3020	Statistical Inference	統計推斷	3
STA4003	Time Series	時間序列	3
STA4030	Categorical Data Analysis	範疇性數據分析	3

\*Each student can either take the track of MKT4270 *Thesis in Marketing* / MKT4280 *Thesis in Marketing II* (for students with CGPA with 3.5 and above) or the track of MKT4312 *Directed Research in Marketing and Communication I* / MKT4313 *Directed Research in Marketing and Communication II* (for students with CGPA less than 3.5) based on their CGPA.

\* 学生可根据其 CGPA 选择 MKT4270 市场营销论文 / MKT4280 市场营销论文 II 方向 (CGPA 为 3.5 及以上), 或选 MKT4312 市场行销定向研究 I / MKT4313 市场行销定向研究 II 方向 (CGPA 为 3.5 以下)。