

(Study Scheme – English)

<b>Minor Programme Title</b> Marketing	
<b>Study Scheme</b>	
<b>Applicable to students admitted in 2019-20 and thereafter</b>	
<b>Minor Programme Requirement</b>	
Students are required to complete a minimum of 21 units of courses as follows:	
	Units
1. Required Courses: ECO2011, MGT2020, MKT2010	9
2. Elective Courses: 12 units of courses from the following: MKT3020, 3030, 3050, 3080, 3250, 3310, 4020, 4030, 4040, 4060, 4080, 4110, 4120, 4150, 4220, 4930	12
<b>Total:</b>	<b>21</b>
Explanatory Note:	
[a] Courses taken to satisfy Major Requirements (including School Package, Major Required, and Major Elective courses) of the student's major programme cannot be counted towards minor elective credits, and	
[b] To claim this minor, students must successfully complete at least nine additional units of courses (from Free Elective units) that are not otherwise used to fulfill the requirements of any other minor or major.	

(Study Scheme – Chinese)

副修課程名稱

市場營銷

修讀辦法

二〇一九至二〇年度及以後入學學生適用

副修課程要求

學生須至少修畢以下科目共 21 學分：

	學分
1 必修科目： ECO2011, MGT2020, MKT2010	9
2. 選修科目： 從以下選修 12 學分： MKT3020, 3030, 3050, 3080, 3250, 3310, 4020, 4030, 4040, 4060, 4080, 4110, 4120, 4150, 4220, 4930	12
共：	<u>21</u>

註：

- [a] 已用作滿足主修課程要求（包括學院課程，主修必修科目，主修選修科目）的修畢科目不得算作此選修學分要求；
- [b] 學生須至少修畢除滿足主修課程要求或其他副修以外的額外 9 學分（可算作自由選修）以達此副修要求。

## Course List

### I. Required Courses

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
ECO2011	Basic Microeconomics	微觀經濟學基礎	3
MGT2020	Principles of Management	管理學原理	3
MKT2010	Marketing Management	市場管理	3

### II. Elective courses

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
MKT3020	Consumer Behavior	消費者行為	3
MKT3030	Integrated Marketing Communication	整合行銷傳播	3
MKT3050	Global Marketing	環球行銷	3
MKT3080	Strategic Media Planning	策略性媒體規劃	3
MKT3250	Customer Relationship Management	客戶關係管理	3
MKT3310	Marketing Analytics	数据驱动的营销分析	3
MKT4020	e-tailing and Retailing	零售業及網路零售	3
MKT4030	Service Marketing	服務市場學	3
MKT4040	Strategic Marketing	戰略行銷	3
MKT4060	Visual Design for Marketing	市場行銷的視角設計	3
MKT4080	Social Media Marketing	社會媒體行銷	3
MKT4110	Strategic Brand Management	策略品牌管理	3
MKT4120	Marketing Research	市場研究	3
MKT4150	Pricing Strategy	定價策略	3
MKT4220	Big Data Marketing	大数据营销	3
MKT4930	Advanced Theory and Issues in Outdoor Advertising	高級戶外廣告理論及問題	3