

(Study Scheme - English)

Programme Title

Marketing and Communication

Study Scheme

Applicable to students admitted in 2016-17

Major Programme Requirement

Students are required to complete a minimum of 60 units of courses as follows:

	Units
1. Required School Package: ACT2111, 4253, DMS2051, ECO2011, 2021, 2121 ^[1] , FIN2010, MGT2020, MKT2010#	27
2. Required Courses: DMS2030#, MAT1005 ^[2] , MGT3010, MKT3020#, 4040#, 4120#	18
3. Elective Courses: (a) 12 credits selected from the major elective list: ACT2121#, 3153#, CSC1001, 1002, ECO3011#, 3010#, 3211#, 3160#, 3121#, IDE2097#, 3000#, 4000#, MGT3050#, 4010#, 4020#, 4188#, 4189#, 4270#, MKT3030#, 3050#, 3080#, 4020#, 4030#, 4060#, 4080#, 4110#, 4150#, 4312,4313,4910#, 4920#, STA2002, 3010, 3020, 4003, 4030	12
(b) One course selected from the following: IDE4000#, MGT4010#, 4020#, 4188#, 4189#	3
Total:	60

Notes:

- [1] Students who have passed STA2001 will be exempted from ECO2121.
- [2] Students who have passed MAT1010 (or both MAT1001 and MAT2040) will be exempted from MAT1005.
- [3] Courses labeled as # will be included in the calculation of Major GPA for honors classification.

(Study Scheme - Chinese)

課程名稱

市場營銷

修讀辦法

二〇一六至一七年度入學學生適用

主修課程要求

學生須至少修畢以下科目共 60 學分：

	學分
1. 學院課程： ACT2111, 4253, DMS2051, ECO2011, 2021, 2121 ^[1] , FIN2010, MGT2020, MKT2010#	27
2. 必修科目： DMS2030#, MAT1005 ^[2] , MGT3010, MKT3020#, 4040#, 4120#	18
3. 選修科目： (a) 從主修科選修課表中選擇 12 學分： ACT2121#, 3153#, CSC1001, 1002, ECO3011#, 3010#, 3211#, 3160#, 3121#, IDE2097#, 3000#, 4000#, MGT3050#, 4010#, 4020#, 4188#, 4189#, 4270#, MKT3030#, 3050#, 3080#, 4020#, 4030#, 4060#, 4080#, 4110#, 4150#, 4312,4313,4910#, 4920#, STA2002, 3010, 3020, 4003, 4030	12
(b) 從以下選修其中一科： IDE4000#, MGT4010#, 4020#, 4188#, 4189#	3
共：	<hr/> 60

注：

[1] 學生通過課程 STA2001 將可以豁免課程 ECO2121。

[2] 學生通過課程 MAT1010 (或 MAT1001 和 MAT2040) 將可以豁免 MAT1005。

[3] 標記#號的科目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

1. 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.
2. Programmes with different streams/concentrations are required to provide the recommended pattern for each stream/concentration.

Major Programme Requirement of <u>Marketing and Communication</u>		
	Recommended Course Pattern	Units
First Year of Attendance	1 st term Required School Package: ECO2011, ACT2111 Major Required: MAT1005 or MAT1010	6 3
	2 nd term Required School Package: ECO2121, FIN2010, MGT2020	9
Second Year of Attendance	1 st term Required School Package: ECO2021, MKT2010	6
	2 nd term Major Required: DMS2030, MKT3020	6
Third Year of Attendance	1 st term Major Required: MKT4120 Major Elective(s): one course	3 3
	2 nd term Required School Package: DMS2051 Major Required: MGT3010	3 3
Fourth Year of Attendance	1 st term Major Required: MKT4040 Major Elective(s): three courses	9 3
	2 nd term Required School Package: ACT4253 Major Elective(s): one course from IDE4000, MGT4010, 4020, 4188, 4189	3 3
Total (Major Requirement including School Package):		60

(Recommended Course Pattern – Chinese)

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。

市場營銷主修課程要求		
	修課推介	學分
第一修業學年	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, MGT2020	9
第二修業學年	第一學期 學院課程: ECO2021, MKT2010	6
	第二學期 主修必修科目: DMS2030, MKT3020	6
第三修業學年	第一學期 主修必修科目: MKT4120 主修選修科目: 一科	3 3
	第二學期 學院課程: DMS2051 主修必修科目: MGT3010	3 3
	第一學期 主修必修科目: MKT4040 主修選修科目: 三科	3 9
第四修業學年	第二學期 學院課程: ACT4253 主修選修科目: 從 IDE4000, MGT4010, 4020, 4188, 4189 選修一科	3 3
	合共 (主修要求包括學院課程):	60

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

II. Major required courses

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
DMS2030	Operations Management	營運管理	3
MAT1005	Mathematics for Business and Economics	商業與經濟數學	3
MGT3010	Organizational Behavior	組織行為學	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

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
ECO3011	Intermediate Microeconomic Theory	中級微觀經濟學	3
ECO3010	Law, Economics and Society	法律、經濟學與社會	3
ECO3121	Introductory Econometrics	計量經濟學導論	3
ECO3160	Game Theory and Business Strategy	博弈論與商業戰略	3
ECO3211	Quantitative Methods for Policy Evaluation	政策評估的計量方法	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
MGT3050	Reading for Excellence for Economics and Finance II	經濟金融著作博覽 II	1
MGT4010	Business Policy and Strategy	企業政策與策略	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
MKT3030	Integrated Marketing Communication	整合營銷傳播	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
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
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