

(Study Scheme - English)

Programme Title

Marketing and Communication

Study Scheme

Applicable to students admitted in 2021-22 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[a], FIN2010, MKT2010 9 units of business courses from the following: DMS2030, ECO2021, MGT2020, MIS2051	27
2. Required Courses: MAT1005[b], MKT3020, 3030, 4040, 4120	15
3. Elective Courses:	
(a) 18 units selected from the major elective list: ACT2121, 3153, CSC1001, 1002, DMS2030, ECO2021, 3010, 3011, 3121, 3160, 3211, IDE2097, 3000, 4000, MGT2020, 3010, 3250, 4020, 4188, 4189, MIS2051, MKT3050, 3080, 3310, 4020, 4030, 4060, 4080, 4110, 4150, 4220, 4270, 4280, 4312, 4313, 4910, 4920, STA2002, 3010, 3020, 4003, 4030	18
(b) One course selected from the following: MGT4020, 4188, 4189	3
Total:	63

Notes:

- [a] Students who have passed STA2001 will be exempted from ECO2121.
- [b] Students who have passed MAT1010 (or MAT1001) will be exempted from MAT1005.
- [c] The first 9 units received from the courses DMS2030, ECO2021, MGT2020, MIS2051 are counted as the Required School Package units. The remaining units are counted as Major Elective Course units.
- [d] ACT2121, 3153, DMS2030, ECO3010, 3011, 3121, 3160, 3211, IDE2097, 3000, 4000, MGT3010, 3250, 4020, 4188, 4189 and MKT courses at 2000 and above level (except MKT3060, 4160, 4210) will be included in the calculation of Major GPA for honours classification.
- [e] Due to curriculum development, the course code of DMS2051 is replaced by MIS2051.

(Study Scheme - Chinese)

課程名稱

市場營銷

修讀辦法

二〇二一至二二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[a], FIN2010, MKT2010

27

9 學分選自以下科目：

DMS2030, ECO2021, MGT2020, MIS2051

2. 必修科目：

MAT1005[b], MKT3020, 3030, 4040, 4120

15

3. 選修科目：

(a) 從主修科選修課表中選擇 18 學分：

18

ACT2121, 3153, CSC1001, 1002, DMS2030, ECO2021, 3010, 3011, 3121, 3160, 3211, IDE2097, 3000, 4000, MGT2020, 3010, 3250, 4020, 4188, 4189, MIS2051, MKT3050, 3080, 3310, 4020, 4030, 4060, 4080, 4110, 4150, 4220, 4270, 4280, 4312, 4313, 4910, 4920, STA2002, 3010, 3020, 4003, 4030

(b) 從以下選修其中一科：

3

MGT4020, 4188, 4189

共：

63

註：

[a] 學生通過科目 STA2001 將可以豁免科目 ECO2121。

[b] 學生通過科目 MAT1010 (或 MAT1001) 將可以豁免 MAT1005。

[c] 在以下四門科目 DMS2030, ECO2021, MGT2020, MIS2051 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。

[d] ACT2121, 3153, DMS2030, ECO3010, 3011, 3121, 3160, 3211, IDE2097, 3000, 4000, MGT3010, 3250, 4020, 4188, 4189 與 MKT 科目中 2000 及以上程度的科目 (除 MKT3060, 4160, 4210 以外) 將會計入主修科目之平均績點, 並用以釐定學位等級。

[e] 鑒於課程發展, DMS2051 科目編碼變更為 MIS2051。

(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: ACT2111, ECO2011 Major Required: MAT1005 or MAT1010	6 3
	2 nd term Required School Package: ECO2121, FIN2010, select one course from DMS2030, ECO2021, MGT2020, MIS2051	9
Second Year of Attendance	1 st term Required School Package: MKT2010, select one course from DMS2030, ECO2021, MGT2020, MIS2051 Major Elective(s): one course	6 3
	2 nd term Required School Package: select one course from DMS2030, ECO2021, MGT2020, MIS2051 Major Required: MKT3020	3 3
Third Year of Attendance	1 st term Major Required: MKT3030, 4120 Major Elective(s): one course	6 3
	2 nd term Major Elective(s): two courses	6
Fourth Year of Attendance	1 st term Major Required: MKT4040 Major Elective(s): two courses	3 6
	2 nd term Required School Package: ACT4253 Major Elective(s): one course from MGT4020, 4188, 4189	3 3
Total (Major Requirement including School Package):		63

(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) 信息科技一學分；(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: ACT2111, ECO2011 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, ECO2021, MGT2020, MIS2051	9
第二修業學年	第一學期 學院課程: MKT2010, 四选一 DMS2030, ECO2021, MGT2020, MIS2051 主修選修科目: 一科	6 3
	第二學期 學院課程: 四选一 DMS2030, ECO2021, MGT2020, MIS2051 主修必修科目: MKT3020	3 3
第三修業學年	第一學期 主修必修科目: MKT3030, 4120 主修選修科目: 一科	6 3
	第二學期 主修選修科目: 兩科	6
第四修業學年	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 MGT4020, 4188, 4189 選修一科	3 3
合共 (主修要求包括學院課程):		63

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
DMS2030	Operations Management	營運管理	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
MKT2010	Marketing Management	市場管理	3
MGT2020	Principles of Management	管理學原理	3
MIS2051	IT in Business Applications	商業應用中的資訊科技	3
STA2001	Probability and Statistics I	概率及統計 (一)	3

II. Major required courses

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
MAT1001	Applied Calculus	應用微積分	3
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
MKT3030	Integrated Marketing Communication	整合營銷傳播	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
DMS2030	Operations Management	營運管理	3
ECO2021	Basic Macroeconomics	宏觀經濟學基礎	3
ECO3010	Law, Economics and Society	法律、經濟學與社會	3
ECO3011	Intermediate Microeconomic Theory	中級微觀經濟理論	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
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
MIS2051	IT in Business Applications	商業應用中的資訊科技	3
MKT3050	Global Marketing	環球營銷	3
MKT3080	Strategic Media Planning	戰略性媒體規劃	3
MKT3310	Marketing Analytics	數據驅動的營銷分析	3
MKT4020	e-tailing and Retailing	零售業及網路零售	3
MKT4030	Service Marketing	服務市場學	3
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
MKT4220	Big Data Marketing	大數據營銷	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
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 市場營銷論文 / MKT4280 市場營銷論文 II 方向 (CGPA 为 3.5 及以上), 或选 MKT4312 市場行銷定向研究 I / MKT4313 市場行銷定向研究 II 方向 (CGPA 为 3.5 以下)。