

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Marketing (*MARKETING)

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
MKT Minor Required Courses (#R-MKT-CORE-001)				
	BUSI1005	The World of Business (for non-BBA students)	3.00	C
	MKTG2005	Marketing Management	3.00	C
	MKTG3015	Socially Responsible Marketing	3.00	C
MKT Minor Elective Courses (#R-MKT-ELECT-001)				
	MKTG3006	Global Marketing	3.00	E
	MKTG3007	Consumer Behaviour	3.00	E
	MKTG3017	Services Marketing	3.00	E
	MKTG3025	Integrated Marketing Communications	3.00	E
	MKTG3026	Strategic Digital Marketing	3.00	E
	MKTG3045	Entrepreneurial Marketing	3.00	E
	MKTG3047	Big Data Marketing	3.00	E
	MKTG4005	Strategic Marketing	3.00	E
	MKTG4006	Customer Relationship Management	3.00	E
	MKTG4007	Brand Management	3.00	E
	MKTG4015	Sales Management	3.00	E
	MKTG4025	Marketing in China	3.00	E
	MKTG4026	Leisure Marketing	3.00	E

Remarks: Students have to take BUSI1005, MKTG2005, MKTG3015 and 6 units from #R-MKT-ELECT-001.
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.
To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

* 4-Year Curriculum