

Hong Kong Baptist University
Curriculum for Interdisciplinary Concentration

**Interdisciplinary : MarTech
Concentration**

Dept. /Unit	Course	Course Title	Course Subtitle	Unit	Core (C) / Elective (E)
Elective Course(s)					
ECON	BUSI2045	Data Analytics for Business Decision Making		3.00	E
	ECON3097	Data Visualization for Economic Storytelling		3.00	E
FDS	ISEM2005	Management Information Systems		3.00	E
	ISEM3006	Data Management in Business		3.00	E
	ISEM3027	Introduction to App Development and Mobile User Experience Design		3.00	E
	ISEM3036	Advanced Business Analytics and Data Visualization for Digital Commerce		3.00	E
	ISEM4006	Electronic Commerce		3.00	E
	ISEM4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches		3.00	E
MGNT	REMT3006	Smart Retailing		3.00	E
MKT	MKTG2005	Marketing Management		3.00	E
	MKTG3005	Marketing Research Methods		3.00	E
	MKTG3007	Consumer Behaviour		3.00	E
	MKTG3025	Integrated Marketing Communications		3.00	E
	MKTG3026	Strategic Digital Marketing		3.00	E
	MKTG3047	Big Data Marketing		3.00	E
	MKTG3056	Social Media Marketing		3.00	E
	MKTG4006	Customer Relationship Management		3.00	E
MMIS	BUSI2055	AI for Business		3.00	E
	MKTG3057	Seminar in MarTech and Business Intelligence		3.00	E

- Remarks:
1. Students are required to take 21 units of Elective Courses.
 2. Students are required to choose 12 units from the Elective Course I.
 3. Elective Course I list: BUSI2005, ISEM2005, ISEM3006, MKTG2005, MKTG3026, MKTG3047, MKTG3056, MKTG4006.
 4. # Students can only choose either BUSI2005 or ISEM2005 as an elective course.
 5. Students are required to choose 9 units from the Elective Course II.
 6. Elective Course II list: BUSI2045, ECON3097, ISEM3027, ISEM3036, ISEM4006, ISEM4017, MKTG3005, MKTG3007, MKTG3025, MKTG3057 and REMT3006.
 7. Students must fulfil the Concentration requirements by using the units of free electives.
 8. Double-counting of courses up to 6 units is permissible between the Major and the Concentration courses.
 9. In fulfilling the overall units required for graduation, the units of the double-counted courses can only be counted ONCE. Students are required to take other course(s) as replacement to make up the outstanding units to fulfil the graduation requirements.
 10. Students will NOT be guaranteed a place for any course they wish to take listed under the Concentration. Successful registration to courses is subject to the availability of course quota, clash free class schedule, etc.
 11. Students who have successfully accumulated 21 units required by the Concentration (including courses registered in their final semester) may apply for graduation with the Concentration in the final year of study.