

**Hong Kong Baptist University**  
**Curriculum for Minor Programmes**

**Minor Programme : Marketing (\*MARKETING)**

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
<b>MKT Minor Required Courses (#R-MKT-CORE-001)</b>				
	BUSI1005	The World of Business and Entrepreneurship	3.00	C
	MKTG2005	Marketing Management	3.00	C
	MKTG3015	Socially Responsible Marketing	3.00	C
<b>MKT Minor Elective Courses (#R-MKT-ELECT-001)</b>				
	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
	MKTG3056	Social Media Marketing	3.00	E
	MKTG4005	Strategic Marketing	3.00	E
	MKTG4006	e-CRM	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
	MKTG4057	Agribusiness: Marketing and Entrepreneurship	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