

occurs, understanding marketing in all cultures is increasingly important. Progress toward the single market in Europe has continued, the former communist countries have continued to embrace free markets, a number of symptoms including major declines in currency values and wide spread bankruptcy of highly leveraged firms that had taken on an enormous burden of dollar debt to finance of dubious expansion projects. These are not simply news reports but changes that affect the practice of business worldwide.

MKTG 3007 Consumer Behaviour (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

The purpose of this course is to study the overall consumer decision-making process. Consumer decision determines the sales and profits of a firm; through the understanding of consumer behaviour, students are better equipped for more sophisticated marketing decision-making. Major areas covered are: the consumer as an individual, consumers in their social and cultural settings, and the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

MKTG 3015 Socially Responsible Marketing (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course introduces students to the fundamental concepts of socially responsible marketing (SRM). By taking a critical reflection on the nature of marketing practice, the course explores the interrelated areas of corporate social responsibility, marketing ethics and societal marketing. Advancing socially responsible marketing is considered in terms of the roles and responsibilities of consumers, firms and the government. The effect of marketing activities on a broad range of societal constituencies is considered, and how these marketing activities can be used in a positive way to generate advancement and well-being for the global society.

MKTG 3016 Marketing Internship (3,*,*) (tbc)

Antirequisite: BUSI 3016 Business Internship

Prerequisite: MKTG 2005 Marketing Management

This course aims to provide students an opportunity to gain real-life working experience related to the various issues and activities associated with an organization's marketing function. Under the guidance of both faculty and workplace supervisors, students will work in an organization as interns and complete work assignments that are primarily related to the organization's marketing activities. The internship assignment is expected to take up no less than 120 hours to complete, and it may or may not be paid. Students will be given an "S" grade for satisfactory completion of the course or a "U" grade for unsatisfactory performance.

MKTG 3017 Services Marketing (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course provides students with the up-to-date philosophies and practices of services marketing. An overview of the services marketing process and its differences from the marketing of customer products will be presented. Topics will also include the issues of quality control and customer satisfaction.

MKTG 3025 Marketing Communications and Social Media (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course aims to equip students with the necessary knowledge, skills and independence of thought so that they can appreciate the role of marketing communication within its broader context, and critically evaluate marketing communication theories and models before applying them in a responsible manner to practical marketing situations. Particular attention is drawn to the increasingly important role of social media in marketing communications.

MKTG 4005 Strategic Marketing (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies. This

course balances theories and practices. Apart from lectures and tutorials, it also utilizes other means, such as case studies, guest talks, to enhance students' critical thinking abilities, problem solving capabilities and effective communication skills. To familiarize students with current marketing situations, marketing issues in Hong Kong and China are examined.

MKTG 4006 Customer Relationship Management (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course introduces students to the theories and practices of customer relationship management. Students learn how to translate the CRM business strategy into marketing and how to build analytical CRM and enable organizational processes. Emphasis is placed on customer profiling, buyer motivation, customer communications, customer service centre operations, customer databases, different CRM strategies, and the role of measuring and managing customer satisfaction and loyalty.

MKTG 4007 Brand Management (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this course, students should understand the nature and importance of branding building in marketing practice. In addition, they should also possess the strategic thinking and techniques in developing and managing brands that enhance an organization's marketing competence.

MKTG 4015 Sales Management (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

Effective management of a company's sales force is essential to the successful implementation of its overall marketing plan. This course provides students with overall understanding of the roles of sales management in a corporation and the theories as well as the empirical practices in managing a sales force effectively.

MKTG 4016 Retailing (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course aims at providing students with the understanding of the critical role that retailing plays in the business world and how retailing can be coordinated with other marketing mix elements to further enhance the marketing function. Both the current retailing practices and the general retailing theories are described in order to provide students with the necessary insight to operate a retail establishment successfully.

MKTG 4017 Business to Business Marketing (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

The business-to-business arena entails a complex market of commercial enterprises, public organizations and government institutions. This course aims to teach the student to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student an overall understanding of the different components in the B2B market. Last but not least, it enables the student to learn the theories and practical skills in designing and managing the B2B marketing strategy effectively.

MKTG 4025 Marketing in China (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.

MKTG 4026 Leisure Marketing (3,3,0) (tbc)

Prerequisite: MKTG 2005 Marketing Management

This course introduces students to theories, trends and practices emerging in leisure industries. It provides a thorough discussion about leisure as a cultural phenomenon and the characteristics of leisure industries. Students will also learn to apply marketing

and communications principles to leisure industries and formulate marketing campaigns. We will also have focused discussion on some selected areas such as electronic entertainment, live performances, and tourism.

MPS 7010 Research Methodology and Practices (3,3,0) in Chinese Medicine

Students will learn to master the basic programmes and methods of scientific research on Chinese medicine in order to lay a foundation for scientific research work of Chinese medicine.

MPS 7020 Utilization of Medicinal Plant (3,3,0) Resources and Advanced Pharmacognosy

This course aims to introduce the actuality and development of modern pharmacognosy and medicinal plant resources, research methods and application of new techniques, exploitation route of new resources, wild breeding and GAP (Good Agriculture Practice) cultivation on the Chinese herbal medicine resources, available exploitation and sustainable utilization of medicinal plant resources.

MPS 7030 Mechanisms and Safe Application (3,3,0) of Chinese Medicines

This one-semester course aims to allow students to understand the action mechanisms and safety of Chinese medicines, to know the pharmacological research methods for Chinese medicines and to understand the advance of the pharmacological studies of Chinese medicines.

MPS 7040 Methods and Techniques for Quality (2,3,0) Control of Chinese Medicines

To study and master the modern analytical methods and techniques for quality control, quality assessment and safety evaluation of Chinese medicines (including medicinal herbs, herbal pieces and Chinese proprietary products).

MPS 7050 Advanced Pharmaceuticals and R&D (3,3,0) of New Product in Chinese Medicine

This course aims to study the new theories, new methods and new technologies of the pharmaceuticals in Chinese medicine as well as the procedures, registration, intellectual property protection, and case studies of the R&D of new products of Chinese medicine.

MPS 7061-2 Laboratory Practice in Chinese (4,3,0) Medicines

To enable students to put the theoretical knowledge learnt in books into professional practice in order to cultivate their ability in analytical thinking, designing, operation and application in the pharmaceutical sciences in Chinese medicine.

MPS 7070 Advancement in Contemporary (3,3,0) Chinese Medicines

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

MPS 7081-2 Dissertation (6,*,*)

(1) To identify an appropriate research or creative topic related to Chinese medicines; (2) to develop and apply methodologies and techniques appropriate to the topic chosen; (3) to present the results of the research or creative work in the dissertation; and (4) to give an oral presentation.

MPS 7090 Pharmaceutical Affairs Management (2,3,0)

This one-semester course aims to provide students with the knowledge of management and operation of pharmaceutical affairs through the study of basic concepts in the management of pharmaceutical affairs, the legislation of drug administration in Hong Kong and the mainland of China, the management of drug identifiers and drug advertisement, the management of drug distribution, the management of pharmacist, pharmacy, pharmaceutical products and Chinese medicine in Hong Kong.

This course will teach students to analyse and distinguish various pharmaceutical phenomena and problems through social investigation.

MPS 7100 Marketing and Management for the (2,2,0) Pharmaceutical Industry

This course is designed to provide students with the essential marketing and management knowledge and skills for the pharmaceutical industry. It examines the principles of marketing and management, with emphasis on marketing concept and consumer behaviour, marketing mix management, marketing planning, strategic planning and development of business plans. It adopts a case study approach to relate students with the real world situation.

MPS 7510 Overview on Chinese Medicine (4,4,0) and Chinese Materia Medica

To study and grasp the philosophical basis of Chinese medicine and the basic theories of Chinese materia medica. To understand the properties and application of different drugs and the knowledge of how to use Chinese materia medica in the clinical practice and scientific research.

MUS 1001-2 Music Assembly I (0,0,2) (E)

MUS 2001-2 Music Assembly II (0,0,2) (E)

MUS 3001-2 Music Assembly III (0,0,2) (E)

A Music Assembly is held once a week for the purpose of presenting individual student performances and compositions, presenting special lectures, staff performances, guest performances and master classes, as well as facilitating academic advising and departmental activities.

MUS 1111-2 History of Western Music I (3,3,0) (E)

Prerequisite: Admission to BA (Hons) in Music

This is a year-long survey on the history of Western music from antiquity to the present. Students will be introduced to the historical background, musical genres, representative works, and major composers of each stylistic period. Through examining characteristic features of a large repertoire of music, students are expected to learn the canonic works, the stylistic developments, as well as the technical vocabularies of Western music.

MUS 1121-2 History of Chinese Music I (2,2,1) (C)

This is a chronologically presented course dealing with the aesthetic, historical and stylistic development of Chinese music ca 500 BC to 960 AD. It aims to develop in the student an understanding of ancient Chinese musical theories and practices and to relate the development of Chinese music to that of Chinese aesthetic, moral, social, ritual and political thought. Foreign influences on Chinese music will also be studied.

MUS 1131 Materials and Structures of Music (2,1,1) (E)

MUS 1132 Materials and Structures of Music (3,1,1) (E)

This course develops the student's conceptual and perceptual understanding of the basic musical practices of melody, harmony, counterpoint, and rhythm in Western music through an approach emphasizing original composition, aural skills, and the analytic study of representative musical examples. The course provides a foundation for composition studies, relates closely to the history of music, and enhances the understanding of performance practice.

MUS 1210 First Instrument I (2,1,0) (E)

MUS 1220 First Instrument II (2,1,0) (E)

MUS 2210 First Instrument III (2,1,0) (E)

MUS 2220 First Instrument IV (2,1,0) (E)

MUS 3210 First Instrument V (2,1,0) (E)

MUS 3220 First Instrument VI (2,1,0) (E)

Each student studies a first instrument, either Western or Chinese, for the duration of the programme. These courses are designed to establish a high standard of performance ability in an individual performance medium. Students will receive one 60-minute lesson per week during each academic year.