

different types of food, and the effect of processing, storage and cooking on their nutritional values; (3) food hygiene and food safety; (4) the importance of achieving a balanced nutritional state from choosing the right diet.

MHM 7131 Practicum (1,1.5,0)
見 / 實習

MHM 7132 Practicum (1,1.5,0)
見 / 實習

In the course of practicum, students are expected to comprehensively use their knowledge and skills they have acquired in the previous taught courses into the practical complexes, through which they may achieve much better understanding on what they have learnt in the classroom. As such, a number of visits and practices of students will be arranged in various organizations in Hong Kong and the mainland. And, emphases of the practicum will be in rehabilitation care, as well as the physical health assessment and public health education.

MHM 7141 Dissertation (1,*,*)
專題論文

MHM 7142 Dissertation (2,*,*)
專題論文

The course aims to train students to have experience and ability of conducting research project in personal health studies, as well as to write dissertation under supervision. A research project in personal health management consisting literatures review, case studies, health survey and others will be selected by students with consultation of their supervisors. By comprehensively utilizing the learnt knowledge and trained skills in the previous courses and practicum, appropriate methods in selection of the research project and performing the studies will be implemented by students under supervision.

MKT 1110 Understanding Marketing (3,3,0)

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

MKT 2120 Entrepreneurial Marketing (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

MKT 2310 Marketing Management (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this course examines the importance of marketing concepts in an organization, the marketing management functions of planning, organization and control, and the need to satisfy consumers through the development of an effective marketing mix. Emphasis is on the entire marketing programme in order to develop the basic skills required to make optimal marketing decisions.

MKT 2330 Marketing Research (3,3,0)

Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course introduces (1) the role, importance and limitations of marketing research; (2) basic procedures of marketing research;

(3) various research techniques commonly used in marketing research; and (4) applications of marketing research.

MKT 2350 Consumer Behaviour (3,3,0) (E)

Prerequisite: MKT 2310 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, the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

MKT 2360 Marketing Practicum (3,*,*)

Prerequisite: MKT 2310 Marketing Management

This course aims to provide students an opportunity to acquire real-life hands-on business experience related to various issues and activities associated with an organization's marketing function. Under the guidance of both a faculty member and a project sponsor (a for profit or non-profit organization), students will form a practicum team and engage in an ad hoc project that is primarily related to the sponsor's marketing activities. The practicum placement 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.

MKT 2770 Marketing Internship (3,*,*) (E)

Antirequisite: BUS 2770 Business Internship or ACCT 2770 Accounting Internship

Prerequisite: MKT 2310 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 with 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 not be paid.

MKT 3110 Marketing Research Methods (3,3,0) (E)

Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course enables students to build up solid theoretical and practical foundations of marketing research. Students will learn how to systemically apply qualitative and quantitative approach in collecting and analysing data for marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a marketing research project.

MKT 3310 Marketing Communications and Social Media (3,3,0) (E)

Prerequisite: MKT 2310 Marketing Management

This course enables 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 to practical marketing situations. Particular attention is drawn to the increasingly important role of social media in marketing communications.

MKT 3320 Strategic Marketing (3,3,0) (E)

Prerequisite: MKT 2310 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, it also utilizes other means, such as case studies, guest talks, computer simulation, 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.