

MKTG 4027 BCom Marketing Project (3,0,*)

Prerequisite: MKTG 3027 Business and Marketing Research Methods

This course provides a focus for the application of marketing knowledge, qualitative and quantitative marketing research skills acquired from the programme. The project provides an opportunity for students to apply the knowledge and skills to a marketing problem, and to prepare themselves for the transfer from the academic to the work situation. The project should be undertaken on team basis, with one to three students forming a project team.

MKTG 4035 Entrepreneurial Marketing (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

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.

MKTG 4036 Event Marketing (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

MKTG 4037 Marketing for Social Enterprise (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

This course offers a survey of marketing functions and a framework for organizing, planning, and implementing marketing strategies in social enterprise. Special treatment is given to the important areas of marketing research and marketing communications. The course also provides in-depth treatment of the most important marketing activities such as direct marketing, fund raising, special events, attracting major gifts, and volunteer recruitment.

MKTG 4045 Seminar in Contemporary Marketing Issues (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

This course serves as a capstone course to provide students with an opportunity to explore and discuss more "cutting edge" and specialized topics in marketing, particularly those related to the Hong Kong marketing environment.

MKTG 4046 BCom MKT Field Study (3,3,0)

Prerequisite: MKTG 3006 Global Marketing

The course provides unique opportunities for BCom in Marketing students to gain international experience through marketing field study, with pre-trip and post-trip class/seminar/presentation sessions. Students will experience the culture of the destination country/city, by visiting and participating in the norms, rituals and communications in the destination country/city, with highlights on cultural and business visits.

MKTG 4055 Event Marketing (3,3,0)

Prerequisite: MKTG 2005 or MKGT 2015 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

MKTG 4056 Global Marketing Field Study (3, 3, 0)

Prerequisite: MKTG 2005 Marketing Management/2015 Marketing Management

International knowledge and experience are essential for professional marketers as they prepare for the global business economy. Developing a global mindset through academic programmes and business trips will provide a more effective marketer, who, with cross-cultural business and marketing skills, will be more favourably positioned for success in the business world. This course is designed to respond to the need for

undergraduate marketing students to develop a competitive edge by expanding their knowledge of global culture and multinational businesses through experiential learning. The course provides unique opportunities for undergraduate marketing students to gain international experience through marketing field study, with pre-trip and post-trip class/seminar/presentation sessions. Students will experience the culture of the destination country/city, by visiting and participating in the norms, rituals and communications in the destination country/city, with highlights on cultural and business visits.

Course destinations will change every semester. To minimize interruption to students' attendance of other courses, this course will normally be offered during semester break in summer or winter. The course instructor will need to recommend the course destination for each semester to the Head of Marketing Department for approval.

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

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 Resources and Advanced Pharmacognosy (3,3,0) (P)

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 Mechanism of Action & Safe Application of Chinese Medicines (3,3,0) (P)

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 Control of Chinese Medicines (2,3,0) (P)

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 in Chinese Medicines (2,3,0) (P)

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 Medicines (2,*,*)

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 Chinese Medicines (3,3,0) (P)

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