

Curriculum for BBA in Marketing

Major Program Requirements

Core courses

	MARK 112	Marketing Management	[3-0-0:3]
	ACCT 101	Introduction to Accounting for Business Majors	[4-0-0:4]
(1) [or	ECON 110	Introductory Microeconomics	[3-1-0:4]
	ECON 111	Microeconomics	[3-1-0:4]
	ECON 191	Honors Microeconomics	[3-1-0:4]
	FINA 111	Financial Management	[3-1-0:3]
	ISOM 101	Introduction to Information Systems	[3-0-1:3]
	ISOM 111	Business Statistics	[3-1-0:4]
	ISOM 161	Operations Management	[3-0-0:3]
	MGTO 121	Organizational Behavior	[3-1-0:3]

Required courses

	MARK 222	Marketing Research	[3-1-0:4]
	MARK 242	Consumer Behavior	[3-1-0:4]
	MARK 321	Strategic Marketing	[3-1-0:4]
(2)	LANG 111	Chinese Business Communication I	[0-3-0:3]
(3)	MATH 006	Calculus and Linear Algebra	[3-1-0:3]
(4)	MGTO 222	Business, Society and the Individual	[1-0-0:1]

Elective courses

Elective types		Minimum no. of courses	Minimum total credits
MARK	Marketing Elective	3	12

General Education Requirements

Electives must be selected from amongst those general education courses that are listed under the section “Designated General Education Courses for Undergraduate Students”.

Elective types		Minimum no. of courses	Minimum total credits
GEE(SCIE)	Science General Education Elective	1	6
GEE(ENGG)	Engineering General Education Elective	1	
(5) GEE(H&SS)	Humanities and Social Science General Education Elective	4	12

Required Courses in English Communication

LABU 101	Business Case Analyses	[0-3-0:4]
LANG 201	Business Communication	[0-3-0:3]

Other Requirement

(6) HLTH 001 Healthy Life Style [0 credit]

Notes:

- (1) Students entering with AL Economics take ECON 111; however, those with grade B or above in HKAL Economics will take ECON 191. All other students without AL Economics background, including those entering with AL Business and Economics, take ECON 110.
- (2) Students cannot replace this course by LANG 014/015 for graduation purposes. Students recruited from Mainland China will replace this course by a free elective. For international students who are assessed as having inadequate Chinese background to take LANG 111, they will replace this course by LANG 113.

- (3) Students should take MATH 006 or a free elective with respect to their prior mathematics background as follows:

<i>Prior mathematics background</i>	<i>Course to be taken</i>
HKCEE Mathematics only, or grade C or below in HKCEE Additional Mathematics	MATH 006
Grade B or above in HKCEE Additional Mathematics; OR a passing grade in AS Mathematics and Statistics, AL/AS Applied Mathematics or AL Pure Mathematics	Free Elective
Qualification apart from the above - students in this group are required to take a Mathematics Placement Test.	MATH 006 or a free elective, subject to School approval on consideration of the placement test result. Details are available at http://www.ust.hk/math-placement .

- (4) Students may take MGTO 222 in either Fall or Spring during their 2nd year of study.
- (5) Of these courses, at least one course in Humanities and one in Social Science are required.
- (6) Students are required to take and pass this course in their first year of study. Details of the course and its requirements are announced on the course website <http://www.ab.ust.hk/sao/HLTH001> managed by the Student Affairs Office.

A minimum of 102 credits is required for the BBA program in Marketing. Students must take additional course(s) and/or elective(s) of higher-than-required credit value to meet this minimum total of 102 credits.

Recommended Pattern of Study for BBA in Marketing

1st year	Fall	C ACCT 101, ISOM 111, MGTO 121 R HLTH 001, LABU 101, MATH 006/FREE	(Total: 14 credits)
	Spring	C MARK 112, ECON 110/111/191, FINA 111, ISOM 101, ISOM 161 R HLTH 001, LABU 101	(Total: 20* credits)
2nd year	Fall	R MARK 242, LANG 111/LANG 113/FREE, MGTO 222 [#] E FREE, GEE(ENGG), GEE(H&SS)	(Total: 17-18 credits)
	Spring	R MARK 222, LANG 201, MGTO 222 [#] E MARK, GEE(SCIE), GEE(H&SS)	(Total: 17-18 credits)

3rd year	Fall	E	MARK, GEE(H&SS), three FREE	(Total: 16-17 credits)
	Spring	R	MARK 321	
		E	MARK, two FREE, GEE(H&SS)	(Total: 17 credits)

* LABU 101 is a two-semester course. The course credits will be earned on completion of the course at the end of 1st year Spring.

Students may take MGTO 222 in 2nd year Fall or Spring.

C = core course; R = required course; E = elective course

Recommended Pattern of Study for 120-Credit BBA in Marketing (for students admitted through the preparatory year)

Prep year Please follow the pattern listed on p. 208-209

1st year	Fall	C	ACCT 101, MGTO 121	
		R	LABU 101	
		E	GEE(ENGG), GEE(H&SS)	(Total: 13 credits)

	Spring	C	FINA 111, ISOM 101, ISOM 161, MARK 112	
		R	LABU 101	(Total: 16* credits)

2nd year	Fall	R	MARK 242, LANG 111/113/FREE, MGTO 222 [#]	
		E	MARK, GEE(H&SS), Business Breadth Elective (non-MARK)	(Total: 17-18 credits)

	Spring	R	MARK 222, LANG 201, MGTO 222 [#]	
		E	Business Breadth Elective (non-MARK), GEE(H&SS), FREE	(Total: 16-18 credits)

3rd year	Fall	E	MARK, three or four FREE	(Total: 14-16 credits)
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	Spring	R	MARK 321	
		E	MARK, two or three FREE	(Total: 14-17 credits)

* LABU 101 is a two-semester course. The course credits will be earned on completion of the course at the end of 1st year Spring.

Students may take MGTO 222 in 2nd year Fall or Spring.

C = core course; R = required course; E = elective course