

1. As part of the graduation requirement, students must complete at least 10 cu of level 3 courses & above from the minor.
2. This minor is only applicable to students enrolled in 2023/01 and before.

MMMKT*MINOR CORE - 35 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 26	May 26	Jul 26	Jan 27	Jul 27	Jan 28	Last Presentation	Time Table
<a href="#">BUS105 Statistics</a>	5		BSZ220			Y	N	Y	Y	Y	Y		CRN01; Thu, Sat; Week 1, 3, 4, 5, 7, 9, 10, 11 CRN02; Thu, Sat; Week 1, 3, 4, 5, 7, 9, 10, 11 CRN04; Wed, Sat; Week 1, 3, 4, 5, 7, 9, 10, 11 CRN05; Wed, Sat; Week 1, 3, 4, 5, 7, 9, 10, 11
<a href="#">BUS201 Contract and Agency Law</a>	5		BSZ150			Y	N	Y	Y	Y	Y		CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 12
<a href="#">MKT202 Marketing Management</a>	5		BMSZ326, MKT201 & MKT203			Y	N	Y	Y	Y	Y		CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11 CRN03; Tue; Week 1, 3, 5, 7, 9, 11
<a href="#">MKT351 Consumer Behaviour</a>	5		BMSZ320			N	N	Y	N	Y	N		CRN01; Thu; Week 2, 4, 6, 8, 10, 12 CRN02; Thu; Week 2, 4, 6, 8, 10, 12 CRN03; Tue; Week 2, 4, 6, 8, 10, 12

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 26	May 26	Jul 26	Jan 27	Jul 27	Jan 28	Last Presentation	Time Table
<a href="#">MKT366 Sustainability Marketing</a>	5					Y	N	N	Y	N	Y		
<a href="#">MKT368 Digital Marketing</a>	5		MKT360			N	N	Y	N	Y	N		CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
<a href="#">MKT390 Marketing Research</a>	5		BMSZ321			Y	N	N	Y	N	Y		
<b>MMMKT*MINOR ELECTIVE - 5 cu</b>													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 26	May 26	Jul 26	Jan 27	Jul 27	Jan 28	Last Presentation	Time Table
<a href="#">BUS357 Starting and Managing a Business</a>	5		BFSZ333		Students are strongly recommended to complete ACC201, MKT202 and FIN303 before taking BUS357.	Y	N	Y	Y	Y	Y		CRN01; Mon, Sat; Week 0, 3, 5, 7, 9, 11 CRN02; Mon, Sat; Week 0, 3, 5, 7, 9, 11
<a href="#">DCM365 Social Media Metrics &amp; Analytics</a>	5		MKT365 or CET365			N	N	Y	Y	Y	Y		CRN02; Fri; Week 1, 3, 5, 7, 9, 11 CRN03; Wed; Week 1, 3, 5, 7, 9, 11
<a href="#">HRM203 Human Behaviour in Organisations</a>	5		BUS206, HRM201, BUS101, BUS103, BUS104			Y	N	Y	Y	Y	Y		CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Thu; Week 1, 3, 5, 7, 9, 11

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 26	May 26	Jul 26	Jan 27	Jul 27	Jan 28	Last Presentation	Time Table
<a href="#">MKT353 Retail Management</a>	5					N	N	Y	N	Y	N		CRN01; Thu, Sat; Week 1, 3, 5, 7, 9, 11 CRN02; Thu, Sat; Week 1, 3, 5, 7, 9, 11
<a href="#">MKT354 Brand Management</a>	5					Y	N	N	Y	N	Y		
<a href="#">MKT358 Integrated Marketing Communications</a>	5		MKT357 & MKT359, BMSZ323, ASZ338			Y	N	N	Y	N	Y		
<a href="#">MKT362 Pricing</a>	5					Y	N	N	Y	N	Y		
<a href="#">MKT363 Services Marketing</a>	5		BMSZ325			Y	N	N	Y	N	Y		
<a href="#">MKT367 Social Marketing</a>	5					N	N	Y	N	Y	N		CRN01; Tue; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
<a href="#">MKT369 Digital Marketing Practicum</a>	5					Y	N	N	Y	N	Y		
<a href="#">MKT370 B2B Marketing and Sales Management</a>	5		MKT352, MKT361			N	N	Y	N	Y	N		CRN01; Fri, Sat; Week 1, 3, 5, 7, 9, 11 CRN02; Fri, Sat; Week 1, 3, 5, 7, 9, 11
<a href="#">MKT371 Customer Insights and Analytics</a>	5		MKT355			Y	N	N	Y	N	Y		
<a href="#">MKT372 AI and Marketing</a>	5					N	N	Y	N	Y	N		CRN01; Mon, Sat; Week 0, 2, 3, 4, 5, 6 CRN02; Tue; Week 1, 2, 3, 4, 5, 6

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan	May	Jul	Jan	Jul	Jan	Last Presentation	Time Table
						26	26	26	27	27	28		
<a href="#">MKT373 Strategic Content Management</a>	5	The students should at least have basic skills in video editing			The students who want to choose this course need to self-evaluate and be confident they can deliver video-based assignments.	N	N	Y	N	Y	N		CRN01; Thu; Week 2, 4, 6, 8, 10, 12 CRN02; Wed; Week 2, 4, 6, 8, 10, 12

- If the presentation status is 'Y' = the course is presenting in the semester, 'N' = the course is not presenting in the semester, 'RT' = the course has been retired and will not be presented again, 'RP' = the course has been replaced and will not be presented again.
- The information listed is subject to review and change.

**Retired/Replaced List**

<b>Course</b>	<b>Credit Units</b>	<b>Status</b>	<b>Effective From Semester</b>	<b>Remarks</b>
CET365 Social Media Metrics & Analytics	5	Replaced	2026/07	Replaced by DCM365
GSP100 General/Free Electives	10	Retired	2022/07	
MKT352 Sales Management	5	Retired	2023/07	
MKT355 Multivariate Analysis	5	Replaced	2023/01	Replaced by MKT371
MKT360 Internet & Social Media Marketing	5	Retired	2023/07	
MKT361 Business-to-Business Marketing	5	Retired	2023/07	
MKT364 Case Studies in Marketing Management	5	Retired	2020/07	
MKT365 Social Media Metrics & Analytics	5	Replaced	2025/07	Replaced by CET365