

1. Students need to complete at least 10 cu of level 3 and above courses in the minor.

MINOR CORE - 25 cu													
Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT202e	Marketing Management	5	Y	Y	Y	Y	2028/07	CRN01-WEDNESDAY WEEK 1 CRN02-WEDNESDAY WEEK 1		BMSZ326, MKT201 & MKT203		Please note that this is a FULLY ONLINE course with no face-to-face instruction.	NON-LAB
MKT351	Consumer Behaviour	5	N	Y	N	Y	2028/07	CRN01-THURSDAY WEEK 2 CRN02-THURSDAY WEEK 2		BMSZ320			NON-LAB
MKT358	Integrated Marketing Communications	5	Y	N	Y	N	2028/07	CRN01-MONDAY WEEK 2 CRN02-MONDAY WEEK 2	Nil	MKT357 & MKT359, BMSZ323, ASZ338			NON-LAB
MKT368	Digital Marketing	5	N	Y	N	Y	2028/07	CRN01-WEDNESDAY WEEK 1 CRN02-WEDNESDAY WEEK 1		MKT360			NON-LAB
MKT390	Marketing Research	5	Y	N	Y	N	2028/07	CRN01-MONDAY WEEK 1 CRN02-MONDAY WEEK 1		BMSZ321			NON-LAB

MINOR ELECTIVE - 5 cu

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS105	Statistics	5	Y	Y	Y	Y	2028/07	CRN01-THURSDAY WEEK 1 CRN01-SATURDAY WEEK 1 CRN02-THURSDAY WEEK 1 CRN02-SATURDAY WEEK 1 CRN03-THURSDAY WEEK 1 CRN03-SATURDAY WEEK 1		BSZ220			NON-LAB
BUS201	Contract and Agency Law	5	Y	Y	Y	Y	2028/07	CRN01-MONDAY WEEK 2 CRN02-MONDAY WEEK 2 CRN03-MONDAY WEEK 2		BSZ150			NON-LAB
BUS357	Starting and Managing a Business	5	Y	Y	Y	Y	2028/07	CRN01-MONDAY WEEK 1 CRN02-MONDAY WEEK 1 CRN03-MONDAY WEEK 1		BFSZ333		Students are strongly recommended to take ACC201e, MKT202 and FIN303 before enrolling to the course.	NON-LAB
HRM203	Human Behaviour in Organisations	5	Y	Y	Y	Y	2028/07	CRN01-WEDNESDAY WEEK 1	Nil	BUS206, HRM201, BUS101, BUS103, BUS104			NON-LAB

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT353	Retail Management	5	N	Y	N	Y	2028/07	CRN01-THURSDAY WEEK 1 CRN02-THURSDAY WEEK 1					NON-LAB
MKT354	Brand Management	5	Y	N	Y	N	2028/07	CRN01-MONDAY WEEK 1 CRN02-MONDAY WEEK 1	Nil				NON-LAB
MKT362	Pricing	5	Y	N	Y	N	2028/07	CRN01-FRIDAY WEEK 1 CRN02-FRIDAY WEEK 1	Nil				NON-LAB
MKT363	Services Marketing	5	Y	N	Y	N	2028/07	CRN01-TUESDAY WEEK 2 CRN02-TUESDAY WEEK 2		BMSZ325			NON-LAB
MKT365	Social Media Metrics & Analytics	5	Y	Y	Y	Y	2028/07	CRN01-FRIDAY WEEK 1 CRN02-FRIDAY WEEK 1					NON-LAB
MKT366	Sustainability Marketing	5	Y	N	Y	N	2028/07	CRN01-WEDNESDAY WEEK 2 CRN02-WEDNESDAY WEEK 2					NON-LAB
MKT367	Social Marketing	5	N	Y	N	Y	2028/07	CRN01-TUESDAY WEEK 1 CRN02-WEDNESDAY WEEK 1					NON-LAB
MKT369	Digital Marketing Practicum	5	Y	N	Y	N	2028/07	CRN01-FRIDAY WEEK 2					NON-LAB

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT370	B2B Marketing and Sales Management	5	N	Y	N	Y	2028/07	CRN01-FRIDAY WEEK 1 CRN02-FRIDAY WEEK 1		MKT352 and MKT361			NON-LAB
MKT371	Customer Insights and Analytics	5	Y	N	Y	N	2028/07	CRN01-TUESDAY WEEK 1 CRN02-TUESDAY WEEK 1		MKT355			NON-LAB

* Students will be required to attend classes on day of presentation as well as on weekends or all classes may be on weekends.

Retired/Replaced List

Code	Name	Credit Units	Status	Effective From Semester	Remarks
MKT352	Sales Management	5	Replaced	2023/07	Replaced by MKT370
MKT360	Internet & Social Media Marketing	5	Replaced	2023/07	Replaced by MKT368
MKT361	Business-to-Business Marketing	5	Replaced	2023/07	Replaced by MKT370