

MINOR CORE - 30 cu													
Complete 30CU for MMGTDM													
Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT541	<a href="#">Digital Branding</a>	5	Y	N	Y	N	2023/07						NON-LAB
MKT542	<a href="#">Digital Marketing Analytics</a>	5	N	Y	N	Y	2024/07						NON-LAB
MKT551	<a href="#">Platform Strategy</a>	5	Y	N	Y	N	2023/07						NON-LAB
MKT552	<a href="#">Marketing Engineering</a>	5	Y	N	Y	N	2025/07						NON-LAB
MKT553	<a href="#">Search Engine Optimization</a>	2.5	N	Y	N	Y	2024/07						NON-LAB
MKT554	<a href="#">Consumer Insights with Google Analytics</a>	2.5	N	Y	N	Y	2024/07						NON-LAB
MKT555	<a href="#">Social Media Marketing in Practice</a>	2.5	Y	Y	Y	Y	2025/07						NON-LAB
MKT556	<a href="#">Content Marketing</a>	2.5	N	Y	N	Y	2025/07						NON-LAB
MKT557	<a href="#">Mobile Marketing</a>	2.5	Y	N	Y	N	2026/07						NON-LAB
MKT558	<a href="#">Influencer Marketing</a>	2.5	N	Y	N	Y	2025/07						NON-LAB
MKT559	<a href="#">Search Engine Marketing</a>	2.5	N	Y	N	Y	2026/07						NON-LAB
MKT560	<a href="#">Smartphone Filmmaking and Visual Storytelling</a>	2.5	Y	N	Y	N	2026/07						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**

<b>Code</b>	<b>Name</b>	<b>Credit Units</b>	<b>Status</b>	<b>Effective From Semester</b>	<b>Remarks</b>
MKT531	Contemporary Marketing	5	Retired	2020/07	