

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

MNMKT^MINOR CORE - 25 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jul 26	Jan 27	May 27	Jul 27	Jan 28	Jul 28	Last Presentation	Time Table
MKT202 Marketing Management	5		BMSZ326 , MKT201 & MKT203			Y	Y	N	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
MKT351 Consumer Behaviour	5		BMSZ320			Y	N	N	Y	N	Y		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
MKT358 Integrated Marketing Communications	5		MKT357 & MKT359, BMSZ323 , ASZ338			N	Y	N	N	Y	N		
MKT368 Digital Marketing	5		MKT360			Y	Y	N	Y	Y	Y		CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
MKT390 Marketing Research	5		BMSZ321			N	Y	N	N	Y	N		

MNMKT^MINOR ELECTIVE - 5 cu

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jul 26	Jan 27	May 27	Jul 27	Jan 28	Jul 28	Last Presentation	Time Table
BUS105 Statistics	5		BSZ220			Y	Y	N	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 CRN06; Tue, Sat; Week 1, 3, 4, 5, 7, 9, 10, 11
BUS201 Contract and Agency Law	5		BSZ150			Y	Y	N	Y	Y	Y		CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 12
BUS357 Starting and Managing a Business	5		BFSZ333		Students are strongly recommended to complete ACC201, MKT202 and FIN303 before taking BUS357.	Y	Y	N	Y	Y	Y		CRN01; Mon, Sat; Week 0, 3, 5, 7, 9, 11 CRN02; Mon, Sat; Week 0, 3, 5, 7, 9, 11
DCM365 Social Media Metrics & Analytics	5		MKT365 or CET365			Y	Y	N	Y	Y	Y		CRN02; Fri; Week 1, 3, 5, 7, 9, 11 CRN03; Wed; Week 1, 3, 5, 7, 9, 11
HRM203 Human Behaviour in Organisations	5		BUS206, HRM201, BUS101, BUS103, BUS104			Y	Y	N	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	Jul 26	Jan 27	May 27	Jul 27	Jan 28	Jul 28	Last Presentation	Time Table
MKT353 Retail Management	5					Y	N	N	Y	N	Y		CRN02; Thu, Sat; Week 1, 3, 5, 7, 9, 11
MKT354 Brand Management	5					N	Y	N	N	Y	N		
MKT362 Pricing	5					N	Y	N	N	Y	N		
MKT363 Services Marketing	5		BMSZ325			N	Y	N	N	Y	N		
MKT366 Sustainability Marketing	5					N	Y	N	N	Y	N		
MKT367 Social Marketing	5					Y	N	N	Y	N	Y		CRN01; Tue; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
MKT369 Digital Marketing Practicum	5					N	Y	N	N	Y	N		
MKT370 B2B Marketing and Sales Management	5		MKT352, MKT361			Y	N	N	Y	N	Y		CRN02; Fri, Sat; Week 1, 3, 5, 7, 9, 11
MKT371 Customer Insights and Analytics	5		MKT355			N	Y	N	N	Y	N		
MKT372 AI and Marketing	5					Y	N	N	Y	N	Y		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	Jul 26	Jan 27	May 27	Jul 27	Jan 28	Jul 28	Last Presentation	Time Table
MKT373 Strategic Content Management	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.	Y	N	N	Y	N	Y		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

Course	Credit Units	Status	Effective From Semester	Remarks
CET365 Social Media Metrics & Analytics	5	Replaced	2026/07	Replaced by DCM365
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
MKT365 Social Media Metrics & Analytics	5	Replaced	2025/07	Replaced by CET365