# Faculty of Business and Economics

## Marketing

### Offered As:
- ✓ Major
- ✓ Minor

### *Open to students of other Faculties:*
For Non-FBE Curricula

### What is it about?
Marketing is crucial to the success of a company in the ever-changing world of business. This major offers students an opportunity to navigate through the field of marketing with a wealth of knowledge on how to address the needs and wants of people with an innovative and consumer-focused solution.

### Offering Faculty:
Faculty of Business and Economics

### Pre-requisite requirements and/or other conditions for declaring the major/minor
- All courses offered by FBE have quota restriction. Students’ declaration of a major/minor offered by FBE will NOT guarantee them a place in the courses for fulfilling the major/minor requirements.
- Some courses may have pre-requisite requirements. Students should obtain a pass in the pre-requisite course(s) before taking.

### Career opportunities:
For further information, please check with the Faculty or CEDARS (Careers & Placement)

### Further information:
#### Major Requirements (72 credits)
- ACCT1101 Introduction to financial accounting
- ECON1210 Introductory microeconomics
- FINA1310 Corporate finance
- ECON1280 Analysis of economic data or STAT1602 Business statistics or STAT1603 Introductory statistics
- IIMT2601 Management information systems
- MGMT2401 Principles of management
- MKTG2501 Introduction to marketing
- STRA4701 Strategic management
- MKTG3501 Consumer behavior
- MKTG3502 Marketing research
- MKTG3525 Services marketing
- MKTG3531 Strategic marketing management

#### Minor Requirements (36 credits)
- ACCT1101 Introduction to financial accounting
- ECON1210 Introductory microeconomics
- MKTG2501 Introduction to marketing
- MKTG3501 Consumer behavior
- MKTG3502 Marketing research
- MKTG3531 Strategic marketing management

### Contact:
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* Note: Students pursuing curricula with major / minor programme(s) must complete at least one major programme from their home Faculties upon graduation.

**Disclaimer:** The information mainly applies to students admitted in 2018-2019 and thereafter. For students from different cohorts, the information is only for reference. Please check with Faculty/offering department for details. The pre-requisite requirements / conditions are subject to changes by Faculties from time to time, and students are advised to check with their Faculty Office in case of doubt.