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.
• For details, please refer to https://www.fbe.hku.hk/ug/programmes/major-and-minor-options-for-non-fbe-students/4-year-curriculum

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

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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 2019-2020. 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.