**Marketing**

<table>
<thead>
<tr>
<th>Offered As:</th>
<th>✓ Major</th>
<th>✓ Minor</th>
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<tbody>
<tr>
<td><em>Open to students of other Faculties:</em></td>
<td>For Non-HKU Business School Curricula</td>
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<td><strong>What is it about?</strong></td>
<td>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.</td>
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<td><strong>Offering Faculty:</strong></td>
<td>HKU Business School</td>
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| **Pre-requisite requirements and/or other conditions for declaring the major/minor** | • All courses offered by HKU Business School have quota restriction. Students’ declaration of a major/minor offered by the School 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://ug.fbe.hku.hk/programme/major-and-minor-options](https://ug.fbe.hku.hk/programme/major-and-minor-options) |
| **Career opportunities:** | For further information, please check with the School and CEDARS (Careers & Placement) |
| **Further information:** | **Major Requirements (78 credits)**  
• ACCT1101 Introduction to financial accounting  
• ECON1210 Introductory microeconomics  
• ECON1280 Analysis of economic data or STAT1602 Business statistics or STAT1603 Introductory statistics  
• FINA1310 Corporate finance  
• MGMT2401 Principles of management  
• MKTG2501 Introduction to marketing  
• MKTG3501 Consumer behavior  
• MKTG3502 Marketing research  
• MKTG3524 Digital marketing  
• MKTG3531 Strategic marketing management  
• Complete two of the following courses:  
  • MKTG3511 Advertising management  
  • MKTG3512 Brand management  
  • MKTG3523 Global management  
  • MKTG3525 Services marketing  
  • MKTG3526 Innovation and new product development  
• Complete one of the following courses:  
  • MKTG3527 Pricing strategies  
  • MKTG3528 Marketing analytics  
  • MKTG3529 Social media marketing  
**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:** | T: 3917 5343  
E: fbe.undergrad@hku.hk |

*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 2020-2021. For students from different cohorts, the information is only for reference. Please check with Faculty/offerings 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.