# 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](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 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:
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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 2020-2021. 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.