



UNDERGRADUATE PROGRAMMES IN MANAGEMENT AND MARKETING

BBA (Hons) in MARKETING

市場學(榮譽)工商管理學士

JUPAS Code : 3894

What is Marketing?

- Create Value for both customers and the company
- Communicate and deliver the Value to customers
- Offer the right product, at the right place, the right time, the right price
- Emphasize on long-term customer relationships
- Good marketing also cares for social responsibility

Is marketing your right choice?

Do you have these personality characteristics?

- Are you creative and cheerful?
- Are you willing to meet people and work in a team?
- Are you willing to listen and communicate with others?
- Are you prepared to work hard, to learn and to practise?

What kind of jobs are you looking for?

- Advertising & public relations
- Sales & marketing
- Market research
- Customer relations
- Brand management

What industries do you intend to enter?

- Advertising agency services
- Market research
- Banking and financial services
- Hotel services
- Airline services
- Travel agency services
- Retail business



Reveal the possibilities



PROGRAMME STRUCTURE

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Direct Routes to obtain Marketing Qualification

Route 1: Major in Marketing with a minor

We offer 11 Business minors and 21 non-Business minors

Route 2: Double Majors (4 year programme, the 4th year is self-financed)

Major in Marketing

Major in Design (Advertising)

What you will learn

Fundamental Business Subjects

- Economics
- Financial Accounting
- Management Accounting
- Management & Organization
- Business Law
- Information Technology for Business
- Quantitative Methods for Business

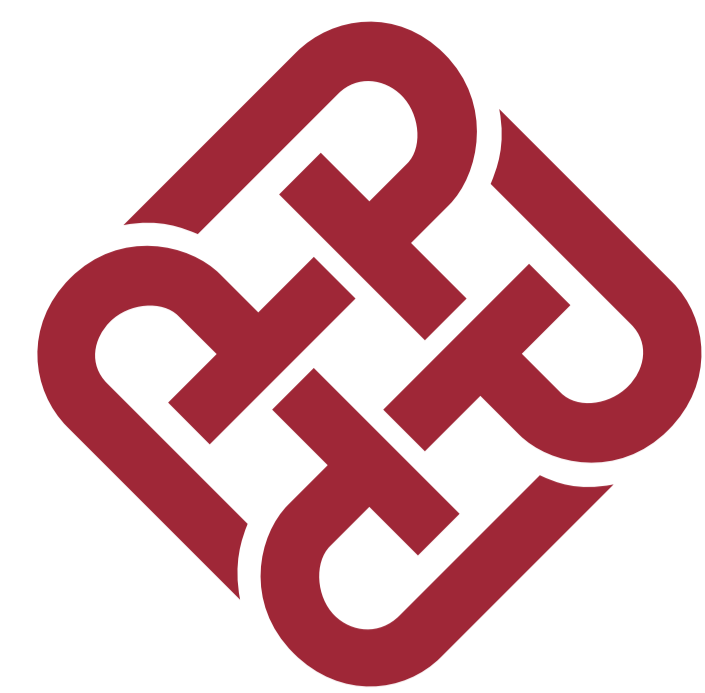


Marketing Subjects

- Introduction to Marketing
- Consumer Behaviour
- Marketing Research
- Integrated Marketing Communications
- Marketing Management in China
- Retailing and Merchandising
- Services Marketing
- Sales Management
- Strategic Brand Management
- Internet Marketing
- International Marketing
- Marketing Strategy
- Business to Business Marketing
- Business Plan for E-Business
- Market Decision Analysis



Reveal the possibilities



WHY THIS PROGRAMME

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A Wise Choice

A learning platform with emphasis on

- Creativity (individual expression of ideas)
- Interactivity (small group tutorials)
- Problem solving ability (individual/team projects)

Learning in the business context with

- Real-life examples and case studies
- Company visits
- Summer internship with local and overseas firms

Whole Person Development

- International student exchange programme
- Leadership training courses, study tours, workshops

Student Attainments

- Scholarships won with outstanding academic and sports performance
- Victory in local and worldwide competitions
- Postgraduate studies at local and overseas universities



Reveal the possibilities