

Full-time 4-year Undergraduate Degrees - Minor Studies

1.	Title of Minor Programme & Programme Code		Minor in Marketing (02402-YMK)			
2.	Offering Department(s) in Full & in Abbreviation		Department of Management and Marketing (MM)			
3.	Requirement for Claiming the Minor Award		<p><u>For students admitted from 2012-13 onwards (4-year Undergraduate Degrees)</u></p> <p>18 credits</p> <p>Students are required to complete 18 credits (6 subjects) from the following list, one of which is the compulsory subject "Introduction to Marketing" (MM2711) and three of which must be at level 3 or above.</p>			
4.	Exclusive Programme(s) & Programme Code(s)		BBA (Hons) Major in Marketing (02402-MKT)			
5.	Effective Year		For students admitted from 2012-2013 onwards			
6.	Professional Recognition		N/A			
7.	Subject Code	Subject Title	Subject Offering Department / Faculty	Level	Credit Value	Subject Nature (Compulsory / Elective)
	MM2711/ MM2BN05	Introduction to Marketing	MM	2	3	Compulsory
	MM3161	Creativity, Innovation and Entrepreneurship	MM	3	3	Elective
	MM3462	Artificial Intelligence and Big Data for Business	MM	3	3	Elective
	MM3711	Integrated Marketing Communications	MM	3	3	Elective
	MM3721	Consumer Behaviour	MM	3	3	Elective
	MM3761	Marketing Research	MM	3	3	Elective
	MM3791	Retailing and Merchandising	MM	3	3	Elective
	MM3842	Digital Marketing	MM	3	3	Elective
	MM3851	Social Media Marketing	MM	3	3	Elective
	MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	MM	4	3	Elective
	MM4711	Business to Business Marketing	MM	4	3	Elective
	MM4721	Marketing Management in China	MM	4	3	Elective
	MM4732	Global Marketing	MM	4	3	Elective
	MM4741	Market Decision Analysis	MM	4	3	Elective
	MM4751	Marketing Strategy	MM	4	3	Elective
	MM4772	Product Management	MM	4	3	Elective
	MM4782	Sales and Distribution Management	MM	4	3	Elective
	MM4791	Services Marketing	MM	4	3	Elective
	MM4831	Strategic Brand Management	MM	4	3	Elective

For detailed syllabus and subject pre-requisite/co-requisite/exclusion requirement, please visit the following AR subject registration website:

Location: <https://www38.polyu.edu.hk/eStudent/> > General Information > Registration Information

For details of the programme, please visit the Department website at www.polyu.edu.hk/mm

21 September 2023