

## **Full-time 4-year Undergraduate Degrees - Minor Studies**

	indergraduate Degrees init	To Otal									
I. Title of Minor Programme & Programme Code		Minor in Marketing (23492-YMK)									
2. Offering Department(s) in Full & in Abbreviation		Department of Management and Marketing (MM)									
Requirement for Claiming the Minor Award  Exclusive Programme(s) & Programme		For students admitted from 2022-23 onwards (4-year Undergraduate Degrees)  18 credits  Students are required to complete 18 credits (6 subjects) from the following list, one of which is the compulsory subject "Introduction to Marketing" (MM2711 / MM2BN05) and three of									
							which must be at level 3 or above.				
							PRA (Hone) in Marketing (22402 MKT/VAV)				
							Code(s)		רו וויו ועומועפוווין (באפב־יעות ווית) איניין (פווטו זיין איניין) איניין איניין איניין איניין איניין איניין איניי		
		. Effective Year		For students admitted from 2022-2023 onwards							
		Professional Recognition		N/A							
Subject Code	Subject Title		Subject Offering Department	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					
MM4831	Strategic Brand Management		MM	4	3	Elective					
	Title of Minor Property Abbreviation Requirement for Subject Code  MM2711/ MM28N05 MM3161 MM3721 MM3761 MM3791 MM3791 MM3791 MM3791 MM3842 MM3851 MM4361 MM4711 MM4711 MM4711 MM4711 MM4711 MM4721 MM4732 MM4741 MM4732 MM4741 MM4782	Title of Minor Programme & Programme Code Offering Department(s) in Full & in Abbreviation Requirement for Claiming the Minor Award  Exclusive Programme(s) & Programme Code(s) Effective Year Professional Recognition Subject Code Subject Title  MM2711/ MM2BN05 MM3161 Creativity, Innovation and Entrepred Artificial Intelligence and Big Data Business MM3711 Integrated Marketing Communicat MM3721 Consumer Behaviour MM3791 MM3791 Retailing and Merchandising MM3791 MM3842 Digital Marketing MM3841 Digital Marketing MM3851 Social Innovation: Achieving Sust Development Goals through Business MM4711 Business to Business Marketing MM4761 Marketing Management in China MM4732 Global Marketing MM4711 Market Decision Analysis MM4751 Marketing Strategy MM4772 Product Management MM4772 Product Management	Title of Minor Programme & Programme Code  Offering Department(s) in Full & in Abbreviation  Requirement for Claiming the Minor Award  Exclusive Programme(s) & Programme Code(s)  Effective Year  Professional Recognition  MM2711/ MM2BN05  MM3161  Creativity, Innovation and Entrepreneurship MM3462  Artificial Intelligence and Big Data for Business  MM3711  Integrated Marketing Communications  MM3721  Consumer Behaviour  MM3791  Retailing and Merchandising  MM3791  Retailing and Merchandising  MM3842  Digital Marketing  MM3851  Social Media Marketing  MM3851  Social Innovation: Achieving Sustainable Development Goals through Business  MM4711  Business to Business Marketing  MM4721  Marketing Management in China  MM4732  Global Marketing  MM4711  Market Decision Analysis  MM4751  Marketing Strategy  MM4772  Product Management  MM4772  Product Management  MM4772  MM4772  Product Management	Title of Minor Programme & Programme Code  Offering Department(s) in Full & in Abbreviation  Requirement for Claiming the Minor Award  For students admitted fruInderarduate Degrees  18 credits  Students are required to the following list, one or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing which must be at level 3 or "introduction to Marketing N/A  Subject Code  Subject Title  MM2711/ MM28N05  Introduction to Marketing  MM3161  Creativity, Innovation and Entrepreneurship  MM3462  Artificial Intelligence and Big Data for Business  MM3711  Integrated Marketing Communications  MM  MM3721  Consumer Behaviour  MM  MM3791  Retailing and Merchandising  MM  MM3842  Digital Marketing  MM  MM3841  Social Innovation: Achieving Sustainable Development Goals through Business  MM4711  Business to Business Marketing  MM  MM4731  MM4732  Global Marketing  MM  MM4732  Global Marketing  MM  MM4731  Marketing Management in China  MM  MM4732  MM4741  Marketing Strategy  MM  MM4751  Marketing Strategy  MM  MM4772  Product Management  MM  MM4772  MM4772  MM4772  MM4772  MM4772  MM4773  MM4773  MM4773  MM4774  MM4774  MM4776  MM4776  MM4776  MM4777  MM4777  MM4777  MM4777  MM4777  MM4778  MM6778  MM7  MM7  MM4778  MM67  MM7  MM7  MM7  MM7  MM7  MM7	Title of Minor Programme & Programme Code Offering Department(s) in Full & in Abbreviation  Requirement for Claiming the Minor Award Requirement for Management and Minor Award Requirement for Management and Minor Award Requirement for Minor Award Requirement	Offering Department(s) in Full & in Abbreviation         Department of Management and Marketing (name)           Requirement for Claiming the Minor Award Undergraduate Degrees)           Executive Programme (s) & Programme         Exclusive Programme(s) & Programme         BBA (Hons) in Marketing (23492-MIKT/XAK)           Exclusive Programme(s) & Programme         BBA (Hons) in Marketing (23492-MIKT/XAK)           Code(s)           Effective Year         For students admitted from 2022-2023 onwal which must be at level 3 or above.           Professional Recognition         N/A           Subject Code         Subject Title         Subject offering Department         Level Credit Value           MM2211/ MM22N05         Introduction to Marketing         MM         2         3           MM3161         Creativity, Innovation and Entrepreneurship         MM         3         3           MM3462         Artificial Intelligence and Big Data for Business         MM         3         3                 MM3721               Consumer Behaviour					

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

Location: <a href="https://www38.polyu.edu.hk/eStudent/">https://www38.polyu.edu.hk/eStudent/</a> > General Information > Registration Information

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

17 September 2024