

Full-time 4-year Undergraduate Degrees - Minor Studies

1.	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)			
3.	Requirement for Claiming the Minor Award		<p><u>For students admitted from 2022-23 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 / MM2BN05) and three of which must be at level 3 or above.</p>			
4.	Exclusive Programme(s) & Programme Code(s)		BBA (Hons) in Marketing (23492-MKT/XAK)			
5.	Effective Year		For students admitted from 2022-2023 onwards			
6.	Professional Recognition		N/A			
7.	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

	<p>For detailed syllabus and subject pre-requisite/co-requisite/exclusion requirement, please visit the following AR subject registration website:</p> <p>Location: https://www38.polyu.edu.hk/eStudent/ > General Information > Registration Information</p> <p>For details of the programme, please visit the Department website at www.polyu.edu.hk/mm</p>
17 September 2024	