

## Important Notes for 2011-12 Year 2 BBA(Hons) Marketing Stream Students

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### 1. **BUS205 – Marketing Management**

Students should enroll on BUS205 – Marketing Management by 1<sup>st</sup> Term 2011-12 in order to fulfill the pre-requisites of most other Marketing courses.

### 2. **Pre-requisite Requirement**

Students should check by themselves for the pre-requisite requirement before taking any courses. For those have not yet met the prerequisite and enroll on the course will be requested to drop the course during or after the add/drop period.

### 3. **Completion of Foundation Courses**

It is recommended that Functional Core courses are not taken until at least 5 Foundation Core courses have been completed.

### 4. **Study Load**

The normal study load of a full-time student in a term should be in the range of 15 to 18 credits and the maximum study load in an academic year should be 33 credits.

*Students are required to take any THREE of the following courses as Marketing Stream Elective courses:*

*MKT221- Marketing in the Chinese Mainland*

*MKT231 - Advertising and Integrated Marketing Communications*

*MKT241 - International Business Management*

*MKT311 - Salesmanship and Sales Management (new title: Selling and Sales Management)*

*MKT312 – Strategic Brand Management (NEW)*

*MKT351 - Retailing and Distribution Management*

*MKT355 - Marketing Strategies*

### 5. **Free Elective Courses**

Under existing University Policy, student may select courses in any disciplines to obtain the total number of credits required for graduation, subject to timetable, course load and study scheme constraints. Among these Free Elective credits, at least 6 free elective credits should be obtained from courses outside their own study programmes (BBA Programmes).

### 6. **Minor in China Business Studies**

Referring to the above, by using the credit assigned for Free Electives, student can take courses leading to the Minor in China Business Studies, which is a cross-disciplinary Minor Programme, details and leaflet are available on the web and the departmental counter.

Registration for a Minor programme should be done by the end of the add/drop period in the first term of the final year of study. Registration Form is available on the Registry's website.