

## **Minor in Media Culture and Marketing**

Despite the apparent difference between cultural studies (in particular, of media culture) and business studies (in particular, marketing), it is increasingly acknowledged that these two disciplines share a common approach; both rely heavily on elements of performative practice (such as drama) and on visual and linguistic metaphors in different media (such as photos) to convey their messages to their students and the general public. Both cultural studies practitioners and the business community increasingly share many of the same languages, modes of thinking and media of dissemination. For instance, the notion of “media culture” is becoming not only a keyword for cultural studies but also for marketing practices, particularly advertising.

Since the 1980s, business training and social sciences, on the one hand, have taken a noticeably cultural turn. On the other hand, arts subjects in general, and cultural studies in particular, have increasingly emphasised their practical dimensions, especially their relevance and applicability in the business world. As a result, while business organisations and marketing training are more frequently drawing sustenance from the performing arts and mass media as a means of facilitating creativity and understanding, students of Cultural Studies are becoming increasingly sensitised to the importance of the business (particularly marketing) aspects of their intellectual practices.

In such a context, it is advisable to encourage students who are interested in marketing and/or cultural studies to learn both disciplines’ perspectives. The Minor Programme is precisely based on this premise and will provide students with a basic training on both subjects.

The Department of Cultural Studies coordinates the offering of this Minor programme.

All undergraduate students (except BBA Marketing Stream students) who wish to pursue a Minor in Media Culture and Marketing are required to complete five courses (15 credits) as detailed below:

### **Required Courses (6 credits)**

BUS205 Marketing Management  
CUS102 Commodity Culture and Everyday Life

### **Elective Courses (Choose any 3, at least 1 from each category\*)**

#### Category A (Media Culture and Cultural Economy)

CRE101 Media - Culture - Creativity  
CUS217 Rhetoric of Social Sciences and Business Studies (deleted from 2008-09)  
CUS220/GEB220 Media Ethics  
CUS309/GEC309 Film and Cinema Studies  
CUS310 Media, Culture and Society  
CUS331 Topics in Cinema and Media Studies  
PHI209/GEB209 Morality and Markets

#### Category B (Marketing Communication)

MKT201 Buyer Behaviour  
MKT203 Marketing Research  
MKT231 Advertising and Integrated Marketing Communications

- \* If one of the elective courses is double-counted to fulfil other requirements, students shall still take a course from the same category.