

Minor in Marketing

The Undergraduate Programmes Office of the Faculty of Business coordinates the offering of the Minor in Marketing. This Minor programme is open to BBA, BBA-RIM and non-BBA students, except Marketing Stream/Major, and Marketing and Social Media Major students.

Students are required to complete five courses (15 credits) to fulfill the requirements of this Minor.

Required Course (6 credits)

For non-BBA and non-BBA-RIM students up to the 2021-22 intake

BUS2108 Global Business Environment *
BUS2205 Marketing Management

For non-BBA and non-BBA-RIM students from 2022-23 intake

BUS2205 Marketing Management
MKT3201 Consumer Behaviour (titled as Buyer Behaviour in 2020-21 or before)

For BBA and BBA-RIM students

MKT3201 Consumer Behaviour (titled as Buyer Behaviour in 2020-21 or before)
MKT3203 Marketing Research

Elective Courses (9 credits)

Any 3 courses with the "MKT" letter code

*** Note:**

Students who have completed *GLA2003 Global Business and Management* (coded as GLA1002 in 2019-20) will be exempted from the requirement of *BUS2108 Global Business Environment* and will be required to take a total of 12 credits of Elective Courses (i.e. Any 4 courses with the "MKT" letter code.)