

Minor in Social Media Management

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

Students may qualify for the Minor in Social Media Management after successful completion of 15 credits of courses as detailed below:

Required Courses *(6 credits)*

CLC9022*	The Digital Economy and Social Media
MKT3001	Social Media Marketing

Elective Courses *(Any 3 courses, 9 credits)*

CLA9003*	Innovation in Practice
MKT2231	Advertising and Integrated Marketing Communications
MKT2245	Crisis Communication and Social Media
MKT2246	International Event Marketing: Social Media and Societal Impact
MKT3006	Marketing Analytics
MKT3201	Consumer Behaviour (titled as Buyer Behaviour in 2020-21 or before)
MKT3203	Marketing Research
MKT3301	e-Marketing

- * According to the Academic Regulations for Undergraduate Programmes, at most two cluster courses can be double counted to fulfill both the requirement of the Core Curriculum and the requirement of any Minor programme.

Note: The following two Elective courses included in the previous programme structure will be counted as Minor Electives if they are completed in the 2025-26 academic year or before:

- i) CUS3007 Social Media Literacy
- ii) ECO3002 The Economics of the Digital Economy