

**SYLLABUS FOR THE DEGREE OF  
BACHELOR OF SCIENCE IN MARKETING ANALYTICS AND TECHNOLOGY  
[BSc(MAT)]**

This syllabus applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2022-23 and thereafter.

---

1. Candidates must enroll and attempt examination in not fewer than 240 credits of courses in accordance with the regulations and the syllabuses. In addition, the 240 credits of courses should be completed in the following manner:

UG 5 requirements [54 credits]	
- Languages*	18 credits
- HKU Common Core Curriculum*	36 credits
- Non-credit bearing courses as required by the University*	0 credits
Major in Marketing Analytics and Technology [96 credits]	
- Core courses	72 credits
- Disciplinary electives	24 credits
Free Electives [90 credits]	90 credits
Total credits for degree programme	240 credits

2. To fulfill the graduation requirement of this degree as specified by the Board of the Faculty of Business and Economics in accordance with UG 5 of the Regulations for First Degree Curricula, candidates must satisfactorily complete the credits of courses identified by an asterisk (\*). Those courses include the following areas of study: English language enhancement (12 credits), Chinese language enhancement (6 credits) and Common Core courses (36 credits), and successful completion of a capstone experience and any other non-credit bearing courses as required by the University.
3. The Common Core courses are categorized under four Areas of Inquiry (AoI): Scientific and Technological Literacy, Arts and Humanities, Global Issues, and China: Culture, State, and Society. Candidates must complete a total of 36 credits, comprising at least one and not more than two courses from each Area of Inquiry with not more than 24 credits of courses being selected within one academic year except where candidates are required to make up for failed credits.
4. The following courses are designated as Faculty Core courses: ACCT1101, ECON1210, FINA1310, and a statistics course, as prescribed in the syllabus. Candidates are not required to re-take Faculty Core courses where any of these courses form part of the requirements of a second major offered by the Faculty of Business and Economics, however, candidates must take an equivalent number of credits of free electives in lieu of the Faculty Core courses.
5. The courses listed in the syllabus will not necessarily be offered every year; from time to time, depending on the exigencies of staffing, additional courses may be offered. The Faculty of Business and Economics will only offer electives for which sufficient student demand has been expressed in any one year.
6. For courses offered by the Faculty of Business and Economics, the final examination is normally 2 hours in length. Final grading will normally be determined by performance in the final examination (30-60%) and an assessment of coursework (40-70%) except for final project/final papers which will be assessed by 100% coursework.
7. Candidates should take note of any impermissible combinations of major/minor listed in the document "Major/Minor Programmes offered by FBE" for the year concerned.

8. Candidates are not permitted to enroll in courses where significant portions of the course contents overlap with each other, or where the courses are mutually exclusive.

**1. UG 5 requirements [54 credits]**

- (a) Languages\* [18 credits]

Course code	Course title	Year of study	Credits
CAES1000 <sup>#</sup>	Core University English*	1	6
CAES9920	Academic communication for business and economics*	2	6
CBBA9006 <sup>^</sup> <i>or</i>	Practical Chinese for BSc(MAT) students* <i>or</i>	3	6
CUND9002 <sup>^</sup> <i>or</i>	Practical Chinese and Hong Kong society <i>or</i>	1 or 2 or 3	
CUND9003 <sup>^</sup>	Cantonese for Non-Cantonese speaking students	1 or 2 or 3	

<sup>#</sup> Candidates who have achieved Level 5 or above in English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent, are exempted from this requirement, and Core University English is optional. Those who do not take this course should take an elective course in lieu, see *Regulation UG 6*.

<sup>^</sup> Putonghua-speaking students must take CUND9002 or CUND9003. Students who have not studied the Chinese language during their secondary education or who have not attained the requisite level of competence in the Chinese language to take CBBA9006 should write to the Board of the Faculty to apply for exemption from the Chinese language requirement and take a 6-credit Cantonese or Putonghua language course offered by the School of Chinese especially for international and exchange students, or take a free elective course, in lieu of CBBA9006. If a Cantonese or Putonghua language course offered by the School of Chinese or free elective course is taken in lieu of CBBA9006, it may be taken in any year of study.

- (b) HKU Common Core Curriculum\* [36 credits]

Course code	Course title	Year of study	Credits
CCXXxxxx	4 CC courses in all four Areas of Inquiry*	1	24
CCXXxxxx	2 CC courses in any two Areas of Inquiry*	2	12

- (c) Non-credit bearing courses as required by the University\* [0 credits]

Course code	Course title	Year of study	Credits
XXXXxxxx	Non-credit bearing courses as required by the University*	1 or 2 or 3 or 4	0

**2. Major in Marketing Analytics and Technology [96 credits]**

Course code	Course title	Year of study	Credits
<b>Faculty Core Courses – complete all of the following courses:</b>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<b>Disciplinary Core Courses – complete all of the following courses:</b>			
COMP1117	Computer programming	1	6
MKTG2501	Introduction to marketing	1 or 2	6
IIMT2641	Introduction to business analytics	2 or 3	6

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
MKTG3501	Consumer behaviour	2 or 3 or 4	6
MKTG3502	Marketing research	2 or 3 or 4	6
MKTG3528	Marketing analytics	2 or 3 or 4	6
MKTG3601	Marketing technology	2 or 3 or 4	6
MKTG4501	Quantitative marketing* (Capstone course)	4	6
<b><i>Disciplinary Electives – complete four of the following courses, two from List A and two from List B:</i></b>			
<i>List A (Marketing Technology and Strategy) – choose two of the following:</i>			
MKTG3511	Advertising management	2 or 3 or 4	12
MKTG3524	Digital marketing		
MKTG3526	Innovation and new product development		
MKTG3527	Pricing strategies		
MKTG3529	Social media marketing		
<i>List B (Marketing Analytics) – choose two of the following:</i>			
COMP2119	Introduction to data structures and algorithms	2 or 3	12
ECON2280	Introductory econometrics		
IIMT3601	Database management		
MKTG3530	Big data marketing	2 or 3 or 4	
MKTG3602	Retail analytics		
COMP3314	Machine learning	3 or 4	

**3. Free Electives [90 credits]** – any courses except Common Core courses

**REFERENCE TABLE**

<b>Year</b>	<b>Lang.</b>	<b>Common Core</b>	<b>Major</b>	<b>Free Electives</b>	<b>Total</b>
<b>I</b>	6 credits	24 credits	30 credits	-	60 credits
<b>II</b>	6 credits	12 credits	24 credits	18 credits	60 credits
<b>III</b>	6 credits	-	24 credits	30 credits	60 credits
<b>IV</b>	-	-	18 credits	42 credits	60 credits
<b>Total</b>	18 credits	36 credits	96 credits	90 credits	240 credits