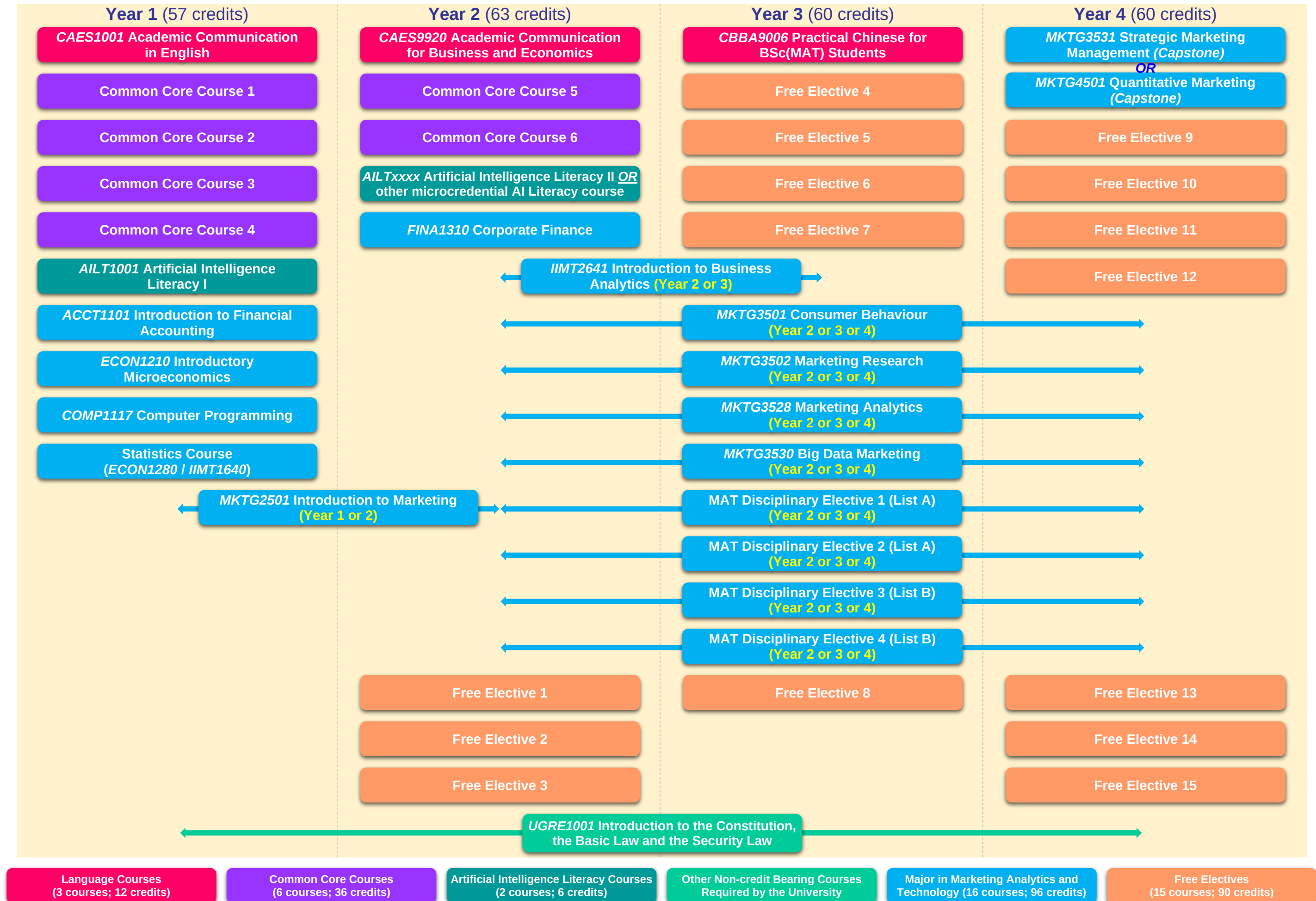




Bachelor of Science in Marketing Analytics and Technology [BSc(MAT)] Curriculum Requirements (Total: 240 credits)
(Please refer to the BSc(MAT) Degree Syllabuses of the 2026-2027 intake for details.)

1. UG5 Requirements (12 courses; 54 credits)

- (a) Language Courses (3 courses; 12 credits): (i) CAES1001 Academic Communication in English + (ii) CAES9920 Academic Communication for Business and Economics + (iii) CBBA9006 Practical Chinese for BSc(MAT) Students

- CAES1001 Academic Communication in English (ACE) is a compulsory, non-credit bearing course for all undergraduate students. Students must enrol in CAES1001 in either Semester 1 or 2 of Year 1 unless exemption has been granted.

Students who have achieved Level 5 or above in English Language in HKDSE, or equivalent, in the year of admission (*i.e. 2026, unless otherwise specified in the “[Notes on CAES1001 Academic Communication in English](#)”*; and test result obtained after admission to the University will not be considered) are exempted from the ACE requirement. To apply for exemption from the ACE requirement, students should complete the online application form at the Faculty website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) by the deadline.

- Non-local Putonghua/Mandarin-speaking candidates should complete a 6-credit Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students (*i.e. CUNDxxxx* course) in lieu of CBBA9006 Practical Chinese for BSc(MAT) Students.

Students who did not study Chinese language during their secondary education and have not reached the required proficiency level to take CBBA9006 should write to the Board of the Faculty to apply for exemption from the Chinese language enhancement requirement and take a course in either Chinese language* (“CHIN9501 Chinese as a Foreign Language I” or “CHIN9511 Cantonese as a Foreign Language I”) or Chinese culture (“CHIN9521 The Fundamentals of Chinese Characters” or “CHIN9522 Exploration of Major Cultural Themes across Chinese History”) offered by the Chinese Language Centre of the School of Chinese in lieu. To apply for exemption from the Chinese language enhancement requirement, students should complete the application form at the Faculty website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) and return it to the Faculty Office by the deadline.

**Note: Students taking a Chinese language course may be assigned to a higher-level course (CHIN9502-CHIN9508 or CHIN9512-CHIN9513) based on the results of a placement test.*

- (b) Common Core Courses (6 courses; 36 credits)

Students shall complete a total of 36 credits in the Common Core Curriculum, comprising at least 6 credits and not more than 12 credits of from each Area of Inquiry (AoI) with not more than 24 credits being selected within one academic year except where candidates are required to make up for failed credits. Please refer to the Common Core website (<https://commoncore.hku.hk/>) for details.

- (c) Artificial Intelligence Literacy Courses (2 courses; 6 credits): (i) AILT1001 Artificial Intelligence Literacy I + (ii) AILTxxxx Artificial Intelligence Literacy II or other microcredential AI Literacy course

- Students are strongly advised to take AILT1001 either in Semester 1 or 2 of Year 1 as it is a prerequisite for taking the second Artificial Intelligence Literacy course required for graduation. Please refer to the AILT1001 website (<https://ailt.cds.hku.hk/>) for more information.
- The Faculty currently offers two 3-credit Artificial Intelligence Literacy II courses: AILT9021 AI and the Future Economy and AILT9022 AI-Powered Business Applications. While students may fulfil the requirement by completing any Artificial Intelligence Literacy II course, students are strongly encouraged to take either AILT9021 or AILT9022.

- (d) Other Non-credit Bearing Courses Required by the University (1 course; 0 credits): UGRE1001 Introduction to the Constitution, the Basic Law and the National Security Law

UGRE1001 Introduction to the Constitution, the Basic Law and the National Security Law is an online course which adopts a self-directed learning approach. Students have the flexibility to take the course in any semester throughout their period of study. Enrolment on the course is automatic. Please refer to the CEDARS website (<https://www.cedars.hku.hk/ugre1001>) for more information.

2. Major in Marketing Analytics and Technology (MAT) (16 courses; 96 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) ACCT1101 Introduction to Financial Accounting + (ii) ECON1210 Introductory Microeconomics + (iii) FINA1310 Corporate Finance + (iv) Statistics Course (ECON1280 Analysis of Economic Data or IIMT1640 Probability and Statistics for Business)

- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by the Faculty, students will be required to complete an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
- Double-counting is NOT allowed for courses other than the FCC. Students will be required to complete an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.

- (b) Disciplinary Core Courses (7 courses; 42 credits): (i) *COMP1117* Computer Programming + (ii) *IIMT2641* Introduction to Business Analytics + (iii) *MKTG2501* Introduction to Marketing + (iv) *MKTG3501* Consumer Behaviour + (v) *MKTG3502* Marketing Research + (vi) *MKTG3528* Marketing Analytics + (vii) *MKTG3530* Big Data Marketing
- (c) MAT Disciplinary Electives (4 courses; 24 credits): Students should complete four MAT disciplinary electives (24 credits), two courses (12 credits) each from List A and List B. Please refer to [Attachment I](#) for the list of MAT disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *MKTG3531* Strategic Marketing Management or *MKTG4501* Quantitative Marketing

3. Free Electives (15 courses; 90 credits)

Free electives are courses in any disciplines except Common Core and Chinese Language Enhancement courses. Students may utilise the 90 credits of free electives to fulfil an optional second major and/or minor(s).

[Note: Students can declare an optional second major/minor(s) via SIS starting from the preliminary course enrolment period in Year 2. Major/minor declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.]

The BSc(MAT) degree regulations and syllabuses, course descriptions, and course outlines are downloadable from the Faculty website (<https://ug.hkubs.hku.hk>). For enquiries regarding the BSc(MAT) curriculum, please contact the Faculty Office by email to fbe.undergrad@hku.hk. It is important that you state your full name, university number, curriculum, and year of study in the email.

Last updated in August 2026

MAT Disciplinary Electives

List A (Marketing Technology and Strategy)

Course Code	Course Title	Year of Study	Credits
MKTG3511	Advertising Management	2 or 3 or 4	6
MKTG3512	Brand Management	2 or 3 or 4	6
MKTG3524	Digital Marketing	2 or 3 or 4	6
MKTG3525	Service Marketing	2 or 3 or 4	6
MKTG3529	Social Media Marketing	2 or 3 or 4	6

List B (Marketing Analytics)

Course Code	Course Title	Year of Study	Credits
COMP2119	Introduction to Data Structures and Algorithms	2 or 3	6
ECON2280	Introductory Econometrics	2 or 3	6
IIMT3601	Database Management	2 or 3	6
MKTG3523	Global Marketing	2 or 3 or 4	6
MKTG2527	Pricing Strategies	2 or 3 or 4	6
COMP3314	Machine Learning	3 or 4	6

(*Note: The courses listed above may not be offered every year.)

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