



Bachelor of Science in Marketing Analytics and Technology [BSc(MAT)] Curriculum Requirements (Total: 240 credits)
(Please refer to the BSc(MAT) Degree Syllabus of the 2023-2024 intake for details.)

1. UG5 Requirements (10 courses; 54 credits)

(a) Language Courses (3 courses; 18 credits): (i) CAES1000 Core University English + (ii) CAES9920 Academic Communication for Business and Economics + (iii) CBBA9006 Practical Chinese for BSc(MAT) Students

- CAES1000 Core University English (CUE) is a compulsory course for all undergraduate students. Students must enrol in CAES1000 in either Semester 1 or 2 of Year 1 unless exemption or advanced standing has been granted. Students who have achieved Level 5 or above in English Language in HKDSE, or equivalent, are exempted from the CUE requirement, and CAES1000 is optional. Those who do not take CAES1000 should take a free elective course in lieu.

Students who have achieved Level 5 or above in HKDSE English Language are automatically exempted from the CUE requirement. Those who have attained the equivalencies to Level 5 or above in HKDSE English Language are also eligible to apply for exemption from the CUE requirement. To apply for exemption from the CUE requirement, students should complete the online application form at the HKU Business School (the School) website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) by the deadline. Students with Level 3 or Level 4 in HKDSE English Language are NOT allowed to use any of the equivalent standards to get exempted from CAES1000.

- Putonghua-speaking candidates must take CUND9002 Practical Chinese and Hong Kong Society or CUND9003 Cantonese for Non-Cantonese Speaking Students (instead of CBBA9006 Practical Chinese for BSc(MAT) Students). 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 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. To apply for exemption from the Chinese language requirement, students should complete the application form at the School website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) and return it to the Faculty Office by the deadline.

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

Students shall complete a total of 6 Common Core courses (36 credits), comprising at least one and not more than two courses from each Area of Inquiry (AoI) 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. Please refer to the Common Core website (<https://commoncore.hku.hk/>) for details.

(c) Non-credit Bearing Courses under UG5(e) (1 course; 0 credits): UG5E1001 Introduction to the Constitution, the Basic Law and the National Security Law

UG5E1001 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-GE website (<https://www.cedars.hku.hk/ge/ug5e1001.html>) for more information.

2. Compulsory 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 or STAT1602 Business Statistics* or STAT1603 Introductory Statistics*)

- 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 HKU Business School, students will be required to take 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 take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.

*[*Note: STAT1602 Business Statistics and STAT1603 Introductory Statistics are not offered in the academic year 2023-2024.]*

(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): 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 syllabus, course descriptions, and course outlines are downloadable from the School 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.

MAT Disciplinary Electives*List A (Marketing Technology and Strategy)*

| <i>Course Code</i> | <i>Course Title</i> | <i>Year of Study</i> | <i>Credits</i> |
|--------------------|--|----------------------|----------------|
| MKTG3511 | Advertising Management | 2 or 3 or 4 | 6 |
| MKTG3524 | Digital Marketing | 2 or 3 or 4 | 6 |
| MKTG3526 | Innovation and New Product Development | 2 or 3 or 4 | 6 |
| MKTG3527 | Pricing Strategies | 2 or 3 or 4 | 6 |
| MKTG3529 | Social Media Marketing | 2 or 3 or 4 | 6 |

List B (Marketing Analytics)

| <i>Course Code</i> | <i>Course Title</i> | <i>Year of Study</i> | <i>Credits</i> |
|--------------------|--|----------------------|----------------|
| 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 |
| MKTG3532 | Platform Business Models and the Sharing Economy | 2 or 3 or 4 | 6 |
| MKTG3602 | Retail Analytics | 2 or 3 or 4 | 6 |
| COMP3314 | Machine Learning | 3 or 4 | 6 |

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

Last updated on July 26, 2023