



**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 2025-2026 intake for details.)*

**1. UG5 Requirements (12 courses; 54 credits)**

(a) Language Courses (2 courses; 12 credits): (i) CAES9920 Academic Communication for Business and Economics + (ii) CBBA9006 Practical Chinese for BSc(MAT) Students

- Non-local Putonghua/Mandarin-speaking candidates should take 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 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 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 highly encouraged 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.

(d) Non-credit Bearing Courses under UG5 (2 courses; 0 credits)

- CAES1001 Academic Communication in English (ACE) is a compulsory 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. 2025, unless otherwise specified below; 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 School website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) by the deadline.

- 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-GE website (<https://www.cedars.hku.hk/ge/ugre1001.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)

- 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.

(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 / 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](mailto: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 in August 2025