

List of Undergraduate Courses (as at 2018-03-16)

Offering Unit	Offering Department	New Course Code	Old Course Code	Course Title in English	Course Title in Chinese	Credits	Course Duration
FBA	MMI	MKTG2000	FBA-MMI-MKTG220	PRINCIPLES OF MARKETING	市場學原理	3.0	Semester
FBA	MMI	MKTG3000	FBA-MMI-MKTG340	CONSUMER BEHAVIOR	消費者行為	3.0	Semester
FBA	MMI	MKTG3001	FBA-MMI-MKTG341	BUSINESS-TO-BUSINESS MARKETING	產業市場學	3.0	Semester
FBA	MMI	MKTG4000	FBA-MMI-MKTG410	INTERNATIONAL MARKETING	國際市場	3.0	Semester
FBA	MMI	MKTG4001	FBA-MMI-MKTG411	INTEGRATED MARKETING COMMUNICATIONS	整合營銷傳播	3.0	Semester
FBA	MMI	MKTG4002	FBA-MMI-MKTG412	MARKETING STRATEGY	市場營銷策略	3.0	Semester
FBA	MMI	MKTG4003	FBA-MMI-MKTG420	SERVICES MARKETING	服務市場學	3.0	Semester
FBA	MMI	MKTG4004	FBA-MMI-MKTG421	SALES MANAGEMENT	銷售管理	3.0	Semester
FBA	MMI	MKTG4005	FBA-MMI-MKTG422	RETAIL STRATEGY	零售策略管理	3.0	Semester
FBA	MMI	MKTG4006	FBA-MMI-MKTG423	INTERNATIONAL RETAILING	國際零售業管理	3.0	Semester
FBA	MMI	MKTG4007	FBA-MMI-MKTG424	MARKETING FOR HOSPITALITY INDUSTRY	款待服務業營銷	3.0	Semester
FBA	MMI	MKTG4008	FBA-MMI-MKTG426	EVENTS MARKETING	大型活動營銷管理	3.0	Semester
FBA	MMI	MKTG4009	FBA-MMI-MKTG427	MARKETING CHANNEL MANAGEMENT	營銷渠道管理	3.0	Semester
FBA	MMI	MKTG4010	FBA-MMI-MKTG428	PRODUCT MANAGEMENT	產品管理	3.0	Semester
FBA	MMI	MKTG4011	FBA-MMI-MKTG429	PRICING STRATEGY	定價策略管理	3.0	Semester
FBA	MMI	MKTG4012	FBA-MMI-MKTG430	CUSTOMER RELATIONSHIP MANAGEMENT	顧客關係管理	3.0	Semester
FBA	MMI	MKTG4013	FBA-MMI-MKTG431	INTERNET MARKETING: PRINCIPLES AND MODELS	互聯網市場學：原則及模式	3.0	Semester
FBA	MMI	MKTG4014	FBA-MMI-MKTG432	BRAND MANAGEMENT	品牌管理	3.0	Semester
FBA	MMI	MKTG4015	FBA-MMI-MKTG433	QUANTITATIVE MARKETING RESEARCH	量化市場研究	3.0	Semester
FBA	MMI	MKTG4016	FBA-MMI-MKTG434	QUALITATIVE MARKETING RESEARCH	質量市場研究	3.0	Semester
FBA	MMI	MKTG4017	FBA-MMI-MKTG435	SPECIAL TOPICS IN MARKETING	市場學特別專題	3.0	Semester
FBA	MMI	MKTG4018	FBA-MMI-MKTG436	LEISURE AND LIFESTYLE MARKETING	休閒及生活品味營銷	3.0	Semester