

## Bachelor of Arts (Honours) in Marketing and Public Relations

### 市場營銷及公共關係（榮譽）文學士

The Bachelor of Arts (Honours) in Marketing and Public Relations is the only programme offered in part-time mode under the Bachelor of Arts (Honours) Scheme in Marketing.

#### Programme Structure




Students are required to complete the following requirements with satisfactory results for an honours degree:

Requirements		No. of Credits
<b>General University Requirements (GUR)</b>		<b>9 – 18 credits</b>
2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) <sup>+</sup> , 3 credits each		6 credits
1 Free Elective subject, 3 credits		3 credits
Up to 3 Language and Communication Requirements (LCR) subjects (2 in English & 1 in Chinese), 3 credits each <i>(for students who have not met the equivalent standard of undergraduate degree LCR based on their prior sub-degree studies only)*</i>		0 – 9 credits
<b>Discipline Specific Requirements (DSR)</b> <i>(Please refer to the table below for details.)</i>		<b>51 – 54 credits</b>
Foundation	1 subject, 3 credits <i>(for students from unrelated disciplines only)</i>	0 – 3 credits
Scheme Compulsory	5 subjects, 3 credits each	15 credits
Award-specific Compulsory	7 subjects, 3 credits each	21 credits
Elective	5 subjects, 3 credits each	15 credits
<b>Total</b>		<b>60 – 72 credits</b>

<sup>+</sup> *Within these subjects, students need to fulfil the English and Chinese reading and writing requirements.*

<sup>\*</sup> *Students' fulfilment of LCR will be assessed based on their academic records of sub-degree studies. They will be advised if they are required to take LCR subjects on admission.*

## Discipline Specific Requirements (DSR)

Subject Nature	Subject Title
<b>Foundation</b> <i>(for students from unrelated disciplines only)</i>	Introduction to Business
<b>Scheme Compulsory</b> <i>(all 5 subjects)</i>	Consumer Behaviour 
	Digital Marketing Strategy 
	Effective Professional Communication in English
	Integrated Study (Marketing)
	Marketing Research
<b>Award-specific Compulsory</b> <i>(all 7 subjects)</i>	Crisis and Reputation Management
	Global Marketing
	Integrated Marketing Communications
	Public Relations Principles
	Strategic Marketing 
	Strategic Public Relations
	Writing for Marketing and Public Relations Purposes in Chinese
<b>Elective<sup>#</sup></b> <i>(any 5 subjects)</i>	Brand Management
	Business Marketing
	Business Policy and Strategy
	China Business Management
	Corporate Social Responsibility and Governance
	Entrepreneurship and Small Business Management
	Event Management and Marketing
	Financial Public Relations
	Human Resource Management
	Information Society Issues and Policy
	Luxury Marketing
	Managerial Economics
	Media Relations
	Professional Selling and Sales Management
	Retail Technology and Customer Relationship Management
	Services Marketing
	Tourism Marketing
	Web Design for Marketers
	Writing for Marketing and Public Relations Purposes in English

<sup>#</sup> Offering of any elective subjects is subject to sufficient enrolment.



Subjects with this icon have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

## Exit Award

Students who have completed the following requirements with satisfactory results may apply for an exit award of an ordinary degree:

Requirements		No. of Credits
<b>General University Requirements (GUR)</b>		<b>9 – 18 credits</b>
<i>Same as honours degree requirements</i>		
<b>Discipline Specific Requirements (DSR)</b>		<b>36 – 39 credits</b>
Foundation	1 subject, 3 credits <i>(for students from unrelated disciplines only)</i>	0 – 3 credits
Scheme Compulsory	4 subjects, 3 credits each [All scheme compulsory subjects, except “Integrated Study (Marketing)”]	12 credits
Award-specific Compulsory	7 subjects, 3 credits each	21 credits
Elective	1 subject, 3 credits	3 credits
<b>Total</b>		<b>45 – 57 credits</b>