

Bachelor of Arts (Honours) in Marketing and Public Relations 市場營銷及公共關係（榮譽）文學士 (84056-MPR)

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
General University Requirements (GUR)		9 – 18
2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) ⁺ , 3 credits each		6
1 Service Learning OR Free Elective subject [^] , 3 credits		3
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
Discipline Specific Requirements (DSR) <i>(Please refer to the table below for details.)</i>		51 – 54
Foundation	1 subject, 3 credits <i>(for students from unrelated disciplines only)</i>	0 – 3
Scheme Compulsory	5 subjects, 3 credits each	15
Award-specific Compulsory	7 subjects, 3 credits each	21
Elective	5 subjects, 3 credits each	15
Total		60 – 72

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


[^] *Subject to the review in early 2020, all students may be required to take a Service Learning subject.*

^{*} *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
Foundation <i>(for students from unrelated disciplines only)</i>	Introduction to Business
Scheme Compulsory <i>(all 5 subjects)</i>	Consumer Behaviour 
	Digital Marketing Strategy 
	Effective Professional Communication in English
	Integrated Study (Marketing)
	Marketing Research 
Award-specific Compulsory <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
Elective[#] <i>(any 5 subjects)</i>	Brand Management
	Business Marketing
	Business Policy and Strategy
	China Business Management
	E-commerce for Marketers
	Entrepreneurship and Small Business Management
	Financial Public Relations
	Human Resource Management
	Information Society Issues and Policy
	Luxury Marketing
	Managerial Economics
	Marketing and Organising Events
	Media Relations
	Professional Customer Service
	Professional Selling and Sales Management
	Retail Technology and Customer Relationship Management
	Service Management and Innovations
	Services Marketing
	Sustainability Marketing
	Tourism Marketing
	Web Design for Marketers
	Writing for Marketing and Public Relations Purposes in English

[#] Offering of any elective subjects is subject to sufficient enrolment.

 This course has been included in the list of reimbursable courses under the Continuing Education Fund. The mother course (Bachelor of Arts in Marketing and Public Relations) of this module is recognised under the Qualifications Framework (QF Level [5]).