

Curriculum Requirements

Offering Department:	Department of Business Administration		
Programme:	Bachelor of Business Administration (Honours) in Digital Marketing		
Entry:	Year 2 Entry		
Year of Study:	Year 2	Year 3	Year 4
Common Block Credit Transfer:	35 credits		
Minimum no. of required credits for graduation:	90 credits		
	33 credits	33 credits	24 credits
Language Requirements:	10 credits	N/A	N/A
	<i>CH1102 First Year Chinese II ENG211-2 English Writing I & II</i>		
Core Requirements:	18 credits	24 credits	21 credits
	<i>BUS210 Legal Environment of Business BUS220 Quantitative Methods for Business BUS235 Marketing Research BUS240 Customer Insights and Experiences BUS250 Organizational Behaviour JOUR190 Media Aesthetics</i>	<i>BUS303 Business Communication BUS304 Marketing Strategy BUS307 Management Information Systems BUS340 Internet and Social Media Marketing BUS350 Digital Analytics for Marketing BUS360 Consumer Behaviour BUS383 eBusiness Management BUS385 Internet of Things</i>	<i>BUS403 Creativity, Innovation and Change BUS470 Capstone Project (6 credits) BUS480 Business Ethics and Corporate Social Responsibility BUS483 Digital Entrepreneurship BUS485 e-CRM JOUR460 Digitization and Interactive Multimedia</i>
Departmental Electives:	3 credits	9 credits	3 credits
Free Electives:	2 credits	N/A	N/A