

## Curriculum Requirements

<b>Offering Department:</b>	Department of Business Administration		
<b>Programme:</b>	Bachelor of Business Administration (Honours) in Digital Marketing		
<b>Entry:</b>	Year 3 Entry		
<b>Year of Study:</b>	<b>To be completed in the Summer prior to commencement of Year 3</b>	<b>Year 3</b>	<b>Year 4</b>
<b>Common Block Credit Transfer:</b>	61 credits		
<b>Minimum no. of required credits for graduation:</b>	<b>64 credits</b>		
	<i>7 credits</i>	<i>33 credits</i>	<i>24 credits</i>
<b>Language Requirements:</b>	7 credits	N/A	N/A
	<i>CHI102 First Year Chinese II</i> <i>ENG212 English Writing II</i>		
<b>Core Requirements:</b>	N/A	24 credits	21 credits
		<i>BUS303 Business Communication</i> <i>BUS304 Marketing Strategy</i> <i>BUS307 Management Information Systems</i> <i>BUS340 Internet and Social Media Marketing</i> <i>BUS350 Digital Analytics for Marketing</i> <i>BUS360 Consumer Behaviour</i> <i>BUS383 eBusiness Management</i> <i>BUS385 Internet of Things</i>	<i>BUS403 Creativity, Innovation and Change</i> <i>BUS470 Capstone Project (6 credits)</i> <i>BUS480 Business Ethics and Corporate Social Responsibility</i> <i>BUS483 Digital Entrepreneurship</i> <i>BUS485 e-CRM</i> <i>JOUR460 Digitization and Interactive Multimedia</i>
<b>Departmental Electives:</b>	N/A	9 credits	3 credits
<b>Free Electives:</b>		N/A	N/A