Marketing Recommended Tracks

For the Marketing specialisation, students have to take 4 compulsory courses and choose 2 additional courses from a menu.

4 compulsory courses:

1. BM2501 Market Behavior
2. BM2502 Market Intelligence
3. BM2503 Market Relationships
4. BM3502 Global Business Strategy

2 courses are to be chosen from the following menu:

1. BM2504 Integrated Marketing Communications: A Global Perspective
2. BM2505 Marketing Channels
3. BM2506 Digital Marketing: Connecting with Customers in Today’s World
4. BM3501 Marketing Strategy
5. BM3503 Retail Management
6. BM3505 Service Marketing
7. BM3506 Strategic Brand Management
8. BT2501 Tourism and Hospitality Management

Students often find it a challenge to choose the appropriate 2 courses with the many available options. The following tracks are suggested to provide a guide for marketing students to make the right choices for their future careers:

Track 1: Marketing Communication
BM2504 Integrated Marketing Communications: A Global Perspective
BM2506 Digital Marketing: Connecting with Customers in Today’s World

Track 2: Strategy and Management
BE2501 International Business Environment
BM2505 Marketing Channels
BM3501 Marketing Strategy
BM3506 Strategic Brand Management

Track 3: Service
BM3503 Retail Management
BM3505 Service Marketing
BT2501 Tourism and Hospitality Management