

Major in Marketing (Retail and Services Marketing) - MKG17 (RSM17)

Students are strongly advised to check the enrolment records each semester in order to secure the graduation requirement has been fulfilled. You may print out this study plan and cross-check with your enrolment records. Should you have any doubts on the below study plan, please approach the FBA General Office for confirmation.

- * Course Type CM : Compulsory/Major Course
- GE : General Education Course
- RE : Required Elective
- FE : Free Elective

First Year - UF1

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
BECO1000	BECO100	Principles of Microeconomics	3	CM	X	
CPED1000	CPED100	Residential College Experiential Learning	1	CM	X	X
CPED1001	CPED101	Physical Education I	0.5	CM	X	
1 "Chinese or Portuguese Language" Course						
CHLL1000	CHNB100	University Chinese	3	CM / FE	X	
PORT1000	PORT113	Portuguese Language I – Introductory Portuguese				
1 Free Elective						
1 "English Language" Course						
EELC1001	EELC110	Interactive English I	3	CM / FE	X	
EELC1002	EELC120	Interactive English II				
EELC1003	EELC130	Academic English				
1 Free Elective						
1 "Information Technology" Course						
CISC1000	CISB113	Information Technology Fundamentals and Practices	3	CM / FE	X	
1 Free Elective						
1 General Education Course			3	GE	X	
1 General Education Course			3	GE	X	
BECO1001	BECO101	Principles of Macroeconomics	3	CM		X
CPED1002	CPED102	Physical Education II	0.5	CM		X
GEST1001	GEST001	Quantitative Reasoning for Business	3	GE		X
ISOM1001	EBIS112	Contemporary Information Systems for Organizations	3	CM		X
MGMT1000	MGMT110	Principles of Business Management	3	CM		X
1 "English Language" Course						
EELC1002	EELC120	Interactive English II	3	CM / FE		X
EELC1003	EELC130	Academic English				
1 Free Elective						
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CPED1000/CPED100 is a yearly course.

Students can test out of the Chinese and/or Portuguese language course(s) if they obtain certain qualifications and should enroll course as follows:

- a) Test out **EITHER** Chinese Language Course **OR** Portuguese Language Course: One 3-credit free elective in the first semester of first year of study
- b) Test out **NEITHER** Chinese Language Course **NOR** Portuguese Language Course: CHLL1000/CHNB100 **OR** PORT1000/PORT113 in the first semester of first year of study

Test out information: https://reg.um.edu.mo/current-students/ugmodel/lang_skills/

Students can test out of some or all of the 3 English language courses and are required to take English courses according to assigned level, one course in each semester from the first semester of first year of study to the first semester of second year of study.

- a) Placement level "IE1": EELC1001/EELC110 + EELC1002/EELC120 + EELC1003/EELC130
- b) Placement level "IE2": EELC1002/EELC120 + EELC1003/EELC130 + One 3-credit free elective
- c) Placement level "AE": EELC1003/EELC130 + Two 3-credit free electives
- d) None of the above: Three 3-credit free electives

Test out information: https://reg.um.edu.mo/current-students/ugmodel/lang_skills/

Students can test out of the information technology course if they obtain 80% or above on the Computer Skill Test arranged by the Faculty of Science and Technology (FST).

- a) Did **NOT** test out information technology course: CISC1000/CISB113 in the first semester of first year of study
- b) Test out information technology course: One 3-credit free elective in the first semester of first year of study

Test out information: https://reg.um.edu.mo/current-students/ugmodel/lang_skills/

Students are required to take GE courses as follows in order to graduate:

General Education Area	Course Requirement (Two Courses from Each Area)
Global Awareness	GEGA1000/GEGA001 – Macao and Chinese Civilization (<i>compulsory</i>) 1 course from the list other than GEGA1000/GEGA001
Literature and Humanities	GELH1000/GELH001 – Chinese Language and Culture (<i>compulsory</i>) 1 course from the list other than GELH1000/GELH001
Science and Technology	GEST1001/GEST001 – Quantitative Reasoning for Business (<i>compulsory</i>) 1 course from the list other than GEST1001/GEST001
Society and Behaviour	GESB1000/GESB000 – Ethics, Values, Law and Society (<i>compulsory</i>) 1 course from the list other than GESB1000/GESB000 (GESB1001/1002/1003 or GESB001/002/003)

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Second Year - UF2

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MGMT2001	MGMT221	Organizational Behavior	3	CM	X	X
ISOM2001	EBIS200	Information Systems and Organizations	3	CM	X	X
Students who take MGMT2001/MGMT221 in the first semester will take ISOM2001/EBIS200 in the second semester, and vice versa.						
ACCT1000	ACCT100	Principles of Financial Accounting	3	CM	X	
MGMT2000	MGMT220	Business Communications	3	CM	X	
MKTG2000	MKTG220	Principles of Marketing	3	CM	X	
1 "English Language" Course						
EELC1003	EELC130	Academic English	3	CM / FE	X	
1 Free Elective						
ACCT2000	ACCT210	Management Accounting I	3	CM		X
CPED1003	N/A	Communication Skills and Leadership	1	CM		X
FINC2000	FINC210	Financial Management	3	CM		X
ISOM2002	QMDS200	Statistics and Data Analysis	3	CM		X
1 General Education Course						
1 Free Elective						
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CPED1003 consists of 2 components: Online Lectures, plus Communication and Leadership Activities.

This course can be studied and completed in any year level, and enrollment record will be shown after course completion.

Third Year - UF3

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MGMT3000	GBMT300	Global Business Environment	3	CM	X	
MGMT3003	MGMT330	Strategic Management	3	CM	X	
MKTG3000	MKTG340	Consumer Behavior	3	CM	X	
1 General Education Course						
1 General Education Course						
1 Free Elective						
ISOM3030	QMDS300	Quantitative Decision Analysis	3	CM		X
MGMT3004	MGMT331	Research Methods	3	CM		X
MGMT3009	MGMT336	Business Ethics and Corporate Social Responsibility	3	CM		X
MKTG4000	MKTG410	International Marketing	3	CM		X
1 General Education Course						
1 Free Elective						
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Fourth Year - UF4

NEW Course Code	OLD Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MKTG4001	MKTG411	Integrated Marketing Communications	3	CM	X	
MKTG4002	MKTG412	Marketing Strategy	3	CM	X	
1 Retail and Services Marketing Required Elective from List A						
1 Retail and Services Marketing Required Elective from List A						
1 Free Elective						
1 Free Elective						
ISOM4006	QMDS400	Project and Quality Management	3	CM		X
1 Retail and Services Marketing Required Elective from List B						
1 General Education Course						
1 Free Elective						
1 Free Elective						
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Retail and Services Marketing Required Electives

NEW Course Code	OLD Course Code	Course Title
List A		
MKTG4003	MKTG420	Services Marketing
MKTG4004	MKTG421	Sales Management
MKTG4005	MKTG422	Retail Strategy
MKTG4006	MKTG423	International Retailing
MKTG4007	MKTG424	Marketing for Hospitality Industry
MKTG4008	MKTG426	Events Marketing
MKTG4018	MKTG436	Leisure and Lifestyle Marketing
List B		
MKTG3001	MKTG341	Business-to-Business Marketing
MKTG4009	MKTG427	Marketing Channel Management
MKTG4010	MKTG428	Product Management
MKTG4011	MKTG429	Pricing Strategy
MKTG4012	MKTG430	Customer Relationship Management
MKTG4013	MKTG431	Internet Marketing: Principles and Models
MKTG4014	MKTG432	Brand Management
MKTG4015	MKTG433	Quantitative Marketing Research
MKTG4016	MKTG434	Qualitative Marketing Research
MKTG4017	MKTG435	Special Topics in Marketing