

Major in Marketing - MKG22

Students are strongly advised to check their enrolment records each semester to ensure that all graduation requirements have been fulfilled. You may print this study plan and cross-check it 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

First Year - CPED					
Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
BECO1000	Principles of Microeconomics	3	CM	*	
CPED1000	Residential College Experiential Learning	1	CM	*	*
CPED1001	Physical Education I	0.5	CM	*	
MGMT1000	Principles of Business Management	3	CM	*	
1 "Chinese or Portuguese Language" Course					
CHLL1000	University Chinese	3	CM / FE	*	
PORT1000	Portuguese Language I – Introductory Portuguese				
1 Free Elective					
1 "English Language" Course					
EELC1012	University English II	3	CM / FE	*	
EELC1013	University English III				
1 Free Elective					
1 "Information Technology" Course					
CISC1000	Information Technology Fundamentals and Practices	3	CM	*	
BECO1001	Principles of Macroeconomics	3	CM		*
CPED1002	Physical Education II	0.5	CM		*
GEST1001	Quantitative Reasoning for Business	3	GE		*
ISOM1001	Contemporary Information Systems for Organizations	3	CM		*
1 "English Language" Course					
EELC1013	University English III	3	CM / FE		*
	Choose one from the following E4 electives (for Academic English)				
EELC2008	Academic English: Speaking				
EELC2009	Academic English: Writing				
EELC2010	Academic English: Project-based Learning				
	Choose one from the following E5 electives (for English for Specific Academic Purposes)				
EELC2011	English Speaking for Academic Research				
EELC2012	English Writing for Academic Research				
EELC2013	English Integrated Skills for Academic Research				
1 Free Elective					
1 General Education Course		3	GE		*
1 General Education Course		3	GE		*
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CPED1000 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 of **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 of **NEITHER** Chinese Language Course **NOR** Portuguese Language Course : CHLL1000 **OR** PORT1000 in the first semester of first year of study

Test out information: <https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>

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

- a) *Placement level "E1a"*: EELC1011 + EELC1008 + EELC1012 + EELC1013
b) *Placement level "E1b"*: EELC1011 + EELC1012 + EELC1013
c) *Placement level "E2"*: EELC1012 + EELC1013 + One E4 elective (for Academic English) <in 2nd semester of 2nd year>
d) *Placement level "E3"*: EELC1013 + One E4 elective (for Academic English) <in 2nd semester of 1st year> + One 3-credit free elective
e) *Placement level "E5"*: One E5 elective (for English for Specific Academic Purposes) <in 2nd semester of 1st year> + Two 3-credit free electives
f) *Placement level "EngCW"*: Three 3-credit free electives

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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 – Macao and Chinese Civilization in a Global Context (<i>compulsory</i>)
	1 course from the list other than GEGA1000
Literature and Humanities	GELH1000 – Chinese Language and Culture (<i>compulsory</i>) OR GELH1010 – Chinese Language and Culture (for International Students) (<i>compulsory</i>)
	1 course from the list other than GELH1000 and GELH1010
Science and Technology	GEST1001 – Quantitative Reasoning for Business (<i>compulsory</i>)
	1 course from the list other than GEST1001
Society and Behaviour	GESB1017 – Law and Society (<i>compulsory</i>) OR GESB1018 – Law and Society (for International Students) (<i>compulsory</i>)
	1 course from the list other than GESB1017 and GESB1018

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Second Year - UF2

Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
ISOM1005	Introduction to Business Intelligence and Information	3	CM	*	*
MGMT2001	Organizational Behavior	3	CM	*	*
* Students who take ISOM1005 in the first semester will take MGMT2001 in the second semester, and vice versa.					
ACCT1000	Principles of Financial Accounting	3	CM	*	
MGMT2000	Business Communications	3	CM	*	
MKTG2000	Principles of Marketing	3	CM	*	
1 General Education Course		3	GE	*	
1 "English Language" Course					
EELC2008	Choose one from the following E4 electives (for Academic English) Academic English: Speaking	3	CM / FE		*
EELC2009	Academic English: Writing				
EELC2010	Academic English: Project-based Learning				
1 Free Elective					
ACCT2000	Management Accounting I	3	CM		*
CPED2001	Residential College Community Team Project	1	CM		*
FINC2000	Financial Management	3	CM		*
ISOM2002	Statistics and Data Analysis	3	CM		*
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Third Year - UF3

Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MGMT3000	Global Business Environment	3	CM	*	
MGMT3003	Strategic Management	3	CM	*	
MKTG3000	Consumer Behavior	3	CM	*	
1 General Education Course		3	GE	*	
1 General Education Course		3	GE	*	
ISOM3030	Quantitative Decision Analysis	3	CM		*
MKTG3002	Marketing Research	3	CM		*
MGMT3009	Business Ethics and Corporate Social Responsibility	3	CM		*
MKTG4000	International Marketing	3	CM		*
1 General Education Course		3	GE		*
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Fourth Year - UF4

Course Code	Course Title	Credit Units	* Course Type	1st Sem	2nd Sem
MKTG4001	Integrated Marketing Communications	3	CM	*	
MKTG4002	Marketing Strategy	3	CM	*	
1 Marketing Required Elective		3	RE	*	
1 Marketing Required Elective		3	RE	*	
1 Free Elective		3	FE	*	
ISOM4006	Project and Quality Management	3	CM		*
1 Marketing Required Elective		3	RE		*
1 General Education Course		3	GE		*
1 Free Elective		3	FE		*
1 Free Elective		3	FE		*
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If a student has been placed in the English placement level "E1a" and has enrolled in "EELC1008 – Grammar and Writing Improvement I" during the first year of study, he/she will need to take one GE course instead of one FE course in the fourth year of study, as the completed EELC1008 will serve as an FE.

Marketing Required Electives

Course Code	Course Title
MKTG3001	Business-to-business Marketing
MKTG4003	Services Marketing
MKTG4005	Retail Strategy
MKTG4011	Pricing Strategy
MKTG4012	Customer Relationship Management
MKTG4013	Digital Marketing
MKTG4014	Brand Management
MKTG4017	Special Topics in Marketing
MKTG4019	Analytics for Marketing Decisions