

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

Major in Marketing
offered under the Bachelor of Business Administration curriculum

Credit Unit Statement

The Major in Marketing programme offers two types of courses which are taught using mixed learning modes. Each 6-credit course uses 120 hours of student learning activity as the norm (including both contact hours and all other forms of student learning activities). Most of the courses are assessed by a combination of coursework and examinations. Performance in tutorials/presentations are also included in the assessment. The different courses are summarized as follows:

Lecture Courses (6 credits)

These courses focus on content and are taught predominately by lectures (30-36 hours), tutorials (6-8 hours) and case analysis (6-8 hours). Learning activities include lectures, small group tutorials, seminars, case analysis, and class discussion. Assessment methods may include the following: assignments, quizzes/tests, short essays, project papers, individual and group presentations totaling not more than 6,000 words (40-70%), and examination (30-60%).

Seminar Courses (6 credits)

These courses are taught in a seminar format with lectures (18-24 hours) and group activities which includes interactive class discussion, in-class exercises, case and project presentations and computer simulations (12-18 hours). A heavy emphasis of these courses is on experiential learning and practical application. Assessment is by various methods including written case analysis, case presentation, group project, performance in simulation, and quizzes/tests totaling not more than 6,000 words (40-70%) (or 9,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

January 2020