



BSc in Marketing and Brand Management (English Medium)

市場營銷與品牌管理理學士學位課程 (英文學制)

Form 1- Study Plan 表一 學習計劃

Course Name & Course Code 科目名稱 & 科目編號		Type 種類	Hour 學時	Credit 學分
<i>1st year 第一學年</i>				
English- Intermediate I 英語—中級 I	ENG2001	Core 必修	— ¹	3
English- Intermediate II 英語—中級 II	ENG2002	"	— ¹	3
Mandarin I ^{2,3} /Portuguese I ³ 普通話 I ^{2,3} /葡語 I ³ (任選一科)	MAN1001/POR1001	"	45	3
Mandarin II ^{2,3} /Portuguese II ³ 普通話 II ^{2,3} /葡語 II ³ (任選一科)	MAN1002/POR1002	"	45	3
Digital Competence I 數碼技能 I	ICT1002	"	45	3
Accounting and Budget Management 會計及預算管理	FAC1001	"	45	3
Introduction to Business Management 商業管理學概論	MGT1002	"	45	3
Principles of Marketing 市場學原理	MKT2002	"	45	3
Tourism Economics 旅遊經濟學	TSM1003	"	45	3
Principles of Retail 零售學原理	RET1001	"	45	3
China Studies 中國研究	MGT1003	"	45	3
Studies on National Regime and Macao SAR 國家體制與澳門特區研究	MGT1004	"	45	3



<i>2nd year 第二學年</i>				
English Communication I 英語溝通技巧 I	ENG2003	Core 必修	45	3
English Communication II 英語溝通技巧 II	ENG2004	"	45	3
Mandarin III ^{2,3} /Portuguese III ³ 普通話 III ^{2,3} /葡語 III ³ (任選一科)	MAN2003/POR2003	"	45	3
Mandarin IV ^{2,3} /Portuguese IV ³ 普通話 IV ^{2,3} /葡語 IV ³ (任選一科)	MAN2004/POR2004	"	45	3
Statistics 統計學	RES2002	"	45	3
Human Resources Management 人力資源管理	MGT2001	"	45	3
Digital Competence II 數碼技能 II	ICT2001	"	45	3
Digital Marketing 數碼營銷	MKT2005	"	45	3
Public Relations 公共關係	MGT2009	"	45	3
Merchandise Management 採購管理	RET2006	"	45	3
Marketing Channels and Distribution 市場推廣管道及銷售	RET2007	"	45	3
Brand Management 品牌管理	RET3003	"	45	3

<i>3rd year 第三學年</i>				
Research Methods 研究方法	RES3002	Core 必修	45	3
Business Analytics for Hospitality and Tourism 酒店及旅遊業商業分析	ICT3001	"	45	3
Brand Communication 品牌傳播	RET3006	"	45	3



E-tailing 電子零售	MKT3001	"	45	3
Applied Business Analysis 應用商業分析	RET3002	"	45	3
Internship 實習	ISH3002	"	4	6
Elective 一門載於表二的選修學科單元 / 科目		"	45	3
4th year 第四學年				
Retail Operation Management 零售運作管理	RET4002	Core 必修	45	3
Strategic Management 策略管理學	MGT4002	"	45	3
Entrepreneurship 創業管理	MGT4003	"	45	3
Consumer Behaviour 消費者行為學	MGT4005	"	45	3
Current Issues in Marketing and Brand Management 市場營銷與品牌管理專題	MGT3004	"	45	3
Visual Merchandising and Store Design 視覺營銷及商店設計	RET4003	"	45	3
Elective 一門載於表二的選修學科單元 / 科目		"	45	3
<p><i>Students are required to take one of the following groups of units/subjects in order to obtain 6 credits in accordance with the requirements stipulated in the programme regulations: 學生須按課程運作規章所定要求修讀下列其中一組學科單元 / 科目，以取得 6 學分：</i></p>				



1st group 第一組				
Thesis 論文	RES4001	必修	—	6
2nd group 第二組				
Capstone Project 畢業專題研習	RES4002	必修	—	3
Elective 一門載於表二的選修科目		"	45	3
Total Credits 總學分				123

Note 註：

1. Students are assigned to classes of 45 hours or 67.5 hours of the course according to their English placement test results.
學生將按照語言能力評核成績獲安排入讀本學科單元 / 科目所設 45 學時或 67.5 學時的班級。
2. Mandarin has classes for native Chinese speakers and non-native Chinese speakers. Students can choose the appropriate class according to their own language conditions.
普通話設有母語漢語者及母語非漢語者的班級，學生可因應本身語言條件選讀合適班級。
3. Students are required to take the same language course in an advanced way.
學生須按進階方式修讀同一語言科目。
4. Students are required to undertake an internship in accordance with regulations, with a duration of between 800 hours and 1,248 hours.
學生須按規定進行實習，而實習學時為 800 小時至 1248 小時。



Form 2- Elective Courses

表二 選修科目

Course Name & Course Code 科目名稱 & 科目編號	Type 種類	Hour 學時	Credit 學分
Advanced English 高階英語 ENG3002	Elective 選修	45	3
Portuguese V 葡語 V*	"	45	3
Portuguese VI 葡語 VI*	"	45	3
Portuguese VII 葡語 VII*	"	45	3
Facilities and Properties Management 設施及物業管理 EVT4001	"	45	3
Food and Beverage Cost Control 餐飲成本控制 MGT3003	"	45	3
Introduction to Performing Arts 表演藝術概論 MGT2004	"	45	3
Art Administration and Management 藝術行政與管理 MGT2005	"	45	3
Appreciation of Chinese and Western Arts 中西藝術鑑賞 MGT2006	"	45	3
Communication and Negotiation 溝通與協商 COM4002	"	45	3
Advertising and Communication Strategies 廣告及宣傳策略 RET3004	"	45	3
Performing Arts Marketing 表演藝術行銷 MGT2007	"	45	3
Introduction to Psychology 心理學概論 MGT2008	"	45	3
Basic Guiding Techniques 基礎導賞技巧 TSM2005	"	45	3
Introduction to Gastronomy 美食學概論 CUL1003	"	45	3
Nutrition 營養學 CUL1004	"	45	3
Food Service Operations 餐飲服務運作 CUL2002	"	45	3
Food Product Knowledge 食品知識 CUL1002	"	45	3
Contemporary Issues in Culinary Arts 當代廚藝研究 CUL4001	"	45	3
Introduction to Events Industry 會展業概論 EVT1001	"	45	3
Event Planning and Coordination 會展計劃與協調 EVT2001	"	45	3



Convention and Exhibition Management 會議展覽管理	EVT3002	"	45	3
Social Perspectives of Festivals and Events 節慶活動的社會視角	EVT4002	"	45	3
Introduction to Food and Beverage 餐飲概論	HTL2003	"	45	3
Lodging Operations 房務運作	HTL2001	"	45	3
Wine Studies 葡萄酒研究	MGT2003	"	45	3
Gaming Management 博彩管理	HTL3002	"	45	3
Tourism Geography 旅遊地理學	TSM1002	"	45	3
Recreation and Leisure Management 康樂與休閒管理	TSM2004	"	45	3
Special Interest Tourism 特殊興趣旅遊	TSM2001	"	45	3
Intercultural Communication in Tourism 旅遊跨文化溝通	TSM3001	"	45	3
Smart Tourism 智慧旅遊	TSM4002	"	45	3

Note 註：

*Students are required to take the same language course in an advanced way.

*學生須按進階方式修讀語言科目。