

**programme Specification 課程規範**

Awarding Body/Institution 頒授機構	Macao Polytechnic Institute
Teaching Unit 教學單位	Macao Polytechnic Institute
Endorsement in the Official Gazette 政府公報批示	121/2010
Name of Final Award and programme Title 最終學位及課程名稱	Bachelor of Business Administration in Marketing
Name of Interim Award(s) 過渡學位名稱	n/a
Duration of Study/Period of Registration 學習期限/註冊期限	4 years
MPI programme Code 理工課程編號	4LMKTDI
FHEQ Level of Award FHEQ 學歷水準	6
programme Accredited by 專業認可機構	
Responsible School 負責學校	School of Business

**Schools which will also be involved in teaching part of the programme 課程教學涉及的其他學校**

School of Languages and Translation, MPI Bell Centre of English

**Institution(s) other than Macao Polytechnic that will provide some teaching for the programme 為課程提供教學除理工以外的其他機構**

**programme Outline 課程簡介**

The Marketing degree programme consists of four year full-time study, totalling 140 hours of contact (credits). Each year has two semesters, and each semester has six 3-credit courses to deliver. The first two years of study are primarily intended to provide students with knowledge of generic skills (herein known as general or broad-based knowledge) and core business knowledge to all business students, including marketing students. The third year of study is to provide mainly knowledge of marketing related concepts and skills, and the fourth year consists of marketing related courses and advanced level of management knowledge.

Year 1 Objective: To build up a solid foundation by learning social and business knowledge expected to be possessed by business professionals in general.

Year 2 Objective: To gain understanding of the "how" businesses operate and the requisite knowledge expected of professional managers. Concurrently, business environments will be discussed.

Year 3 Objective: To extend the core knowledge and skills that leverage marketing professionals to facilitate effectively within the business environment and/or in the public services sector.

Year 4 Objective is to provide extended knowledge and skills that could build a firm ground in the broader and advanced marketing arena to simulate analysis and strategic marketing management.

**Objectives of the programme 課程目標**

The objective of this programme is to provide a framework for developing skills and knowledge through theoretical and applied aspects of marketing. In addition, it is to broaden the knowledge on international and industrial marketing strategies, integrated marketing communication, service marketing and in the research area. The programme nurtures students towards broad career opportunities as well as reinforcing graduates to proceed further studies.

What Will You be Expected to Achieve 期望達到的成效

The Marketing programme aims to achieve the following Intended Learning Outcomes :	
1. Explain the core concepts, values and Skills	- Students are able to apply the marketing principles, concepts, theories in analysing the changing business environment.
2. Apply appropriate Tools and technologies	- Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.
3. Proceed Lifelong learning	- Students are able to apply self and independent learning to leverage learned knowledge in practical life.
4. Adopt Leadership approaches	- Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.
5. Demonstrate and practice Legal and Ethical Values	- Students are able to identify professional ethics from broad business practices.
6. Effective Communication Skills	- Students are able to communicate and present ideas effectively.
7. Critical Thinking	- Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.
8. Intercultural Competence	- Students are competent to associate in a diversified social and global community.

Academic Content 學術內容

A1	Apply contemporary marketing principles, concepts, theories, models and practices in the context of analysing the diversified customer groups, corporate propositions and potential market conditions for developing appropriate marketing plans and managing business strategies.
A2	Evaluate the changing macro and micro environment in order to develop and adjust the right match of marketing mix strategies to the defined target segments for both business-to-business and business-to-consumer markets for results.
A3	Apply various business and marketing models and tools to facilitate strategic marketing planning for effects and business performances.

Disciplinary Skills- able to 學科技能

B1	Apply practical understanding and proficiency in the use of analysis of marketing theories, concepts and models for developing business proposals, marketing plans for services / products in existing or new markets and in the business contexts.
B2	Alert and explain the impact of political, social, cultural, economic, legal, environment and human factors in Macao and global settings.
B3	Apply critical thinking to present effective justifications of recommended solutions with convincing perspectives for intended actions to achieve business objectives and goals.

Attributes 特徵

C1	Demonstrate competency to act independently and in group, and to lead and act as team players to achieve collaborative efforts and performances.
C2	Expose to broad antenna to build competency and enhance students skills sets and knowledge by engaging seminars, training workshops and school / programme learning and activities.
C3	Inspire on keen professional integrity and ethical standards in complex dynamic business market or blurred conditions.

### How Will You learn? 如何學習

Depending on the purpose of each course's intended learning outcomes, the teaching methodology employed varies. They can be classified into a mix of the following teaching activities:

- Lecture
- Tutorial
- Assignment
- Group project
- In-class Q&A discussion and quiz
- Laboratory exercise and coaching

One-way communication which mainly employs lectures, tutorials and illustrations is considered to be effective for theories, concepts, and new knowledge related courses. Two-way or interactive communication is used in tutorial discussions. In-class exercise, Q&A discussion and quiz, laboratory exercise and coaching are used to build up logical thought and then analytical work. These teaching methods are and will be used throughout the programme structure as the instructors see fit in delivering expected outcomes of the corresponding programme.

### How Will You Be Assessed? 如何評核

To ensure effective learning of course materials, students of the Marketing programme are assessed under several approaches. These include continuous assessment / ongoing basis as progressive learning, and will be examined comprehensively at the end of each course. Such assessing methodology includes term tests (written or other appropriate mode), assignments and/or projects, as well as final examination, subject to individual course requirements. Assessments are designed in accordance with the programme goals to achieve certain desirable course intended learning outcomes as a result of training under the programme. This includes course knowledge, logical thinking, analysis ability, ethics and social obligation, business knowledge, team building knowledge and skills, language and communication skills, contemporary marketing logics / knowledge and application skills expected to be possessed by the Marketing business profession.

### Academic Year of Study 1 第1學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Principles of Accounting I	ACCT1100	3	compulsory	1	1
Principles of Accounting II	ACCT1110	3	compulsory	1	2
Introduction to Business	BUSS1100	3	compulsory	1	1
Principles of Management	BUSS1110	3	compulsory	1	2
Business Software Applications	COMP1100	3	compulsory	1	1
Business Computing With Internet Applications	COMP1110	3	compulsory	1	2
Microeconomics	ECON1100	3	compulsory	1	1
Macroeconomics	ECON1110	3	compulsory	1	2
English I	ENGL1101	3	compulsory	1	1
English II	ENGL1102	3	compulsory	1	2
Putonghua I *	MAND1101	3	Elective	1	1
Putonghua II *	MAND1102	3	Elective	1	2
French I *	FREN1101	3	Elective	1	1
French II *	FREN1102	3	Elective	1	2
Japanese I *	JAPN1101	3	Elective	1	1
Japanese II *	JAPN1102	3	Elective	1	2
Portuguese I *	PORT1101	3	Elective	1	1
Portuguese II *	PORT1102	3	Elective	1	2

\*Students are required to attend Level I and II of the same language subject.

Putonghua I / Portuguese I / French I / Japanese I (Select one language subject)

Putonghua II / Portuguese II / French II / Japanese II (Select one language subject)

### Academic Year of Study 2 第2學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
English III	ENGL2101	3	compulsory	2	1
English IV	ENGL2102	3	compulsory	2	2
Business Finance	FINA2120	3	compulsory	2	2
Human Resources Management	HHRM2120	3	compulsory	2	1
Business Law	LLAW2120	3	compulsory	2	1
Business Mathematics	MATH2100	3	compulsory	2	1
Business Statistics	MATH2110	3	compulsory	2	2

Organisational Behaviour	MGMT2120	3	compulsory	2	2
Principles of Marketing	MRKT2100	3	compulsory	2	1
Marketing Management	MRKT2110	3	compulsory	2	2
World Regional Geography	GEOG0110	3	Elective	2	1 or 2
Macao History and Culture	HIST0110	3	Elective	2	1 or 2
Macao Basic Law	LLAW0120	3	Elective	2	1 or 2
Business Chinese	MCCO0140	3	Elective	2	1 or 2
Introduction to Public Administration	PADM0120	3	Elective	2	1 or 2
Introduction to Psychology	PHIL0110	3	Elective	2	1 or 2
Introduction to Sociology	SOCI1130	3	Elective	2	1 or 2
Tourism Management	TOUR2120	3	Elective	2	1 or 2

#### Academic Year of Study 3 第3學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科 種類	Academic Year of Study 學習之學年	Semester 學期
Business Ethics	BUSS1120	3	compulsory	3	1
Business Research Methods	BUSS3130	3	compulsory	3	1
Business Communication	COMM3120	3	compulsory	3	1
English V	ENGL3101	3	compulsory	3	1
English VI	ENGL3102	3	compulsory	3	2
Consumer Behaviour	MRKT2120	3	compulsory	3	1
Retail Management	MRKT3120	3	compulsory	3	2
Advertising and Promotion	MRKT3140	3	compulsory	3	2
Services Marketing	MRKT3150	3	compulsory	3	2
Marketing Research	MRKT3160	3	compulsory	3	2
Cost Accounting	ACCT3130	3	Elective	3	1 or 2
Product Innovation and Management	MRKT0143	3	Elective	3	1 or 2
Management Information Systems	MMIS0140	3	Elective	3	1 or 2
Sales Management	MRKT0130	3	Elective	3	1 or 2
Market Forecasting	MRKT0131	3	Elective	3	1 or 2
Business to Business Marketing	MRKT0141	3	Elective	3	1 or 2
Integrated Marketing Communications	MRKT0142	3	Elective	3	1 or 2

#### Academic Year of Study 4 第4學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科 種類	Academic Year of Study 學習之學年	Semester 學期
English VII	ENGL4101	3	compulsory	4	1
English VIII	ENGL4102	3	compulsory	4	2
Strategic Management	MGMT4140	3	compulsory	4	1
Graduation Report I	MGPO4100	4	compulsory	4	1
Graduation Report II	MGPO4110	4	compulsory	4	2
Relationship Marketing	MRKT4120	3	compulsory	4	1
Global Marketing Strategies	MRKT4140	3	compulsory	4	2
Selected Topics in Marketing	MRKT4150	3	compulsory	4	2
Cost Accounting	ACCT3130	3	Elective	4	1 or 2
Product Innovation and Management	MRKT0143	3	Elective	4	1 or 2
Management Information Systems	MMIS0140	3	Elective	4	1 or 2
Sales Management	MRKT0130	4	Elective	4	1 or 2
Market Forecasting	MRKT0131	4	Elective	4	1 or 2
Business to Business Marketing	MRKT0141	3	Elective	4	1 or 2
Integrated Marketing Communication	MRKT0142	3	Elective	4	1 or 2

In summary, there are nine Elective courses for year 2 students under Group/List I. There are seven Elective courses for year 3 and year 4 students under Group/List II. Student will include one Elective course per semester as an integral part of the marketing programme.

#### What Are the Entry Requirements? 入學條件

1. Secondary School Graduates(Form 6), or According to article 28 of the Higher Education Law of RAEM, article n°9, applicants of age 25 or above and with special ability conditions, need not comply with the above mentioned point 1. Upon successful completion of the entrance examination, the applicant will be eligible to further his/her studies in a higher diploma programme offered by MPI. All those who complete 25 years of age before September 1st will also be eligible to participate in the entrance examination.  
(Note: According to article 4 of Decree-Law 26/2003, the participants who have completed their secondary studies out of Macao, need the recognition of MPI's Academic Qualification Recognition Committee before they are eligible to register.) 3. For the Mainland students, the China public examination results will be assessed as the entry admission requirements.

2. Have passed the medical examination.

#### How Do We Listen and Act on Your Feedback? 如何聽取及回應學生的回饋

(1) A student tutoring system is set up to listen and help students for students of each school year; (2) Weekly office hours are available for consultation and advice; (3) School level and programme level dialogs are/and will be held each semester. Information and opinions from these sources will be channelled back to the School Director and/or Coordinator for meetings to discuss possible solutions and improvements.

#### Academic Support 教學支援

Other than soliciting student feedback as described above, tutoring and office hours are also used to coach for their academic difficulties. In addition, there are many other student supports: English writing clinics on a weekly basis; Scholarship opportunities; coaching and training for competition at school and national levels; new student orientation meeting with handbook and handouts; e-learning platform for communication between teachers and students online; access to e-journal and periodical subscriptions; Wi-Fi campus and computer labs, etc.

#### programme-specific Rules and Facts 課程特定的規則及內容

N/A

#### Specific Support for Disabled Students 對於殘障學生的特殊支援

Macao Polytechnic Institute has in place an institution-wide policy to ensure that all student needs are taken care of and a supportive and accessible learning environment is maintained. When cases of special needs are notified or identified, special arrangements are made on a case-by-case basis with the joint effort of the programme and several student support services of the Institute, such as the Registry, the Student Affairs Office, the Computer Services Centre, etc. to provide the necessary support.

#### Links With Employers, Internship Opportunities and Transferable Skills 與僱主關係、實習機會及可轉移技能

In line with the School of Business to arrange various types of extra-curricular activities, such as inviting industry experts, professional bodies, professionals and senior business executives to share successful cases and experiences, the Marketing programme organised annual Marketing Excellence seminar for all the marketing and business students to embrace contemporary and emerging business/marketing topics as part of the extra-curriculum activities to enrich students' learning platforms. The Marketing programme would invite independent experts/advisors comments and opinions regarding broad programme development needs.

At the end of each school year, the school will host meeting with its industrial advisory board to discuss, solicit and keep abreast of emerging needs/trends of the businesses, and on training opportunities.