

Minor in Financial Services Marketing (Registration for this Minor is suspended from 2021-22) (This Minor will be discontinued from 2024-25)

The Undergraduate Programmes Office of the Faculty of Business coordinates the offering of the Minor in Financial Services Marketing. This Minor programme is open to all students.

Students are required to complete five courses (15 credits) to fulfill the requirements of this Minor.

Required Course (3 credits)

MKT2214 Marketing for Financial Services (not offered from 2024-25)

Elective Courses (12 credits)

Choose any TWO of the following courses:

BUS2108 Global Business Environment (or ECO2101 Introduction to Economics or ECO4215 Comparative Studies of International Financial Centres)
MKT3201 Consumer Behaviour (titled as Buyer Behaviour in 2020-21 or before)
MKT2211 Business to Business Marketing (not offered from 2024-25)
MKT3311 Selling and Sales Management (not offered from 2024-25)

Choose any TWO of the following courses:

FIN2251 Practical Personal Investment
FIN2300 Investment and Portfolio Management
RIM2201 Principles of Insurance
RIM2250 Personal Risk and Financial Planning

- Notes:
- (i) As MKT2214 Marketing for Financial Services is designed at a level similar to BUS2205 Marketing Management, students who have passed MKT2214 will be exempted from the pre-requisite requirement of MKT3201, MKT2211 and MKT3311.
 - (ii) Students are recommended to take at least one RIM course from the Finance and Insurance courses for fulfillment of the Minor.
 - (iii) For BBA and BBA-RIM students, BUS2108 will not be counted towards the Minor.