

Minor in Media Culture and Marketing (Registration for this Minor is suspended from 2019-20)

The Department of Cultural Studies coordinates the offering of the Minor in Media Culture and Marketing.

All undergraduate students, except BBA (Hons) Marketing Stream/ BA (Hons) Film and Media Studies students, may pursue a Minor in Media Culture and Marketing. They are required to complete five courses (15 credits) as detailed below.

Required Courses (6 credits)

For Non-BBA students

BUS2205 Marketing Management
CUS3310 Media, Culture and Society

For BBA students

CUS3310 Media, Culture and Society
MKT4355 Marketing Strategies (not offered from 2024-25)

Elective Courses (Choose any 3, at least 1 from each category*)

Category A (Media Culture and Cultural Economy)

CUS3309 Film, Gender, & Sexuality
(titled as Film and Cinema Studies in 2018-19 or before)
CUS3314 Hong Kong Popular Culture
CUS4331 Cultures of Cinema
(titled as Topics in Cinema and Media Studies in 2018-19 or before)

Category B (Marketing Communication)

MKT2231 Advertising and Integrated Marketing Communications
MKT3201 Consumer Behaviour (titled as Buyer Behaviour in 2020-21 or before)
MKT3203 Marketing Research