

## **Minor in Social Media Management**

The Undergraduate Programmes Office of the Faculty of Business coordinates the offering of the Minor in Social Media Management. This Minor programme is open to BBA, BBA-RIM and non-BBA students, except Marketing and Social Media Major students.

Students may qualify for the Minor in Social Media Management after successful completion of 15 credits of courses as detailed below:

### **Required Courses** (*6 credits*)

CLC9022\* The Digital Economy and Social Media  
MKT3001 Social Media Marketing

### **Elective Courses** (*Any 3 courses, 9 credits*)

CLA9003\* Innovation in Practice  
CUS3007 Social Media Literacy  
ECO3002 The Economics of the Digital Economy  
MKT2231 Advertising and Integrated Marketing Communications  
MKT3006 Marketing Analytics  
MKT3201 Consumer Behaviour (titled as Buyer Behaviour in 2020-21 or before)  
MKT3203 Marketing Research  
MKT3301 e-Marketing

- \* According to the Academic Regulations for Undergraduate Programmes, at most two cluster courses can be double counted to fulfill both the requirement of the Core Curriculum and the requirement of any Minor programme.