

FTMKTG Study Plan - 2021 intake

Year 1		Year 2		Year 3		Year 4	
Jul Semester	Jan Semester	Jul Semester	Jan Semester	Jul Semester	Jan Semester	Jul Semester	Jan Semester
SUSS Core							
Teambuilding [2.5cu] ₃	Unrestricted Electives (~2.5cu per semester, across 7 semesters) [17.5 cu] ₃						
Compulsory or Restricted Elective [5 cu]	Compulsory or Restricted Elective [5 cu]	Compulsory or Restricted Elective [5 cu]	Compulsory or Restricted Elective [5 cu]				
Major / Minor Courses							
BUS100	BUS201	ANL203	MKT363	MKT370 ₁₀		MKT498	BUS490 ₅
BUS105	ECO202 ₆	MKT Elective or Minor _{1 7 11}	MKT390	MKT Elective or Minor ₁		MKT368 ₉	MKT Elective or Minor ₁
ACC202	BUS204 _{4 7}	FIN203 ₂	MKT366 ₈	MKT Elective or Minor ₁		MKT Elective or Minor ₁	MKT Elective or Minor ₁
MKT202	LOG202	MKT351	MKT358	Work Attachment		MKT Elective or Minor ₁	MKT Elective or Minor ₁
			MKT Elective or Minor ₁			MKT Elective or Minor ₁	MKT Elective or Minor ₁
[20 cu]	[20 cu]	[20 cu]	[25 cu]	[15 cu]		[30 cu]	[30 cu]
+ Experiential Graduation Requirements: Student Teambuilding, Community Engagement, Overseas Experience, Work Attachment and E-portfolio							

¹ Students may choose between available MKT electives or minor courses presenting in the semester. An overall total of 4 MKT Electives and 8 Minors should be completed. (An extra elective should be completed for students taking BUS490.)

² FIN203 has replaced FIN303 for FTBSBA, FTMKTG, FTSCM, and FTHRM students, as of July 2019 semester.

³ For students doing overseas ETB teambuilding, 2.5cu of overseas ETB teambuilding will be paired with 2.5cu of OGP101 for total of 5cu. This leaves 15cu SUSS Core Unrestricted Electives to be fulfilled across the remaining course of study. (Students doing local ETB101 teambuilding will still need to complete 17.5 cu of Unrestricted electives)

⁴ BUS204 will be a fully online course (VRUN) from Jan 2021 semester onwards.

⁵ BUS489 will be replaced by BUS490 from Jan 2022 semester onwards. Students who have yet to complete BUS489 will have to take BUS490 and another 5cu of elective.

⁶ ECO201 will be replaced by ECO202 from Jul 2021 semester onwards.

⁷ BUS204 will be redesignated as an elective course from Jan 2023 semester onwards.

⁸ MKT366 will be redesignated as a compulsory course from Jan 2023 semester onwards.

⁹ MKT368 will replace MKT360 as a compulsory course from Jul 2023 semester onwards.

Existing students who have already taken MKT360 before the first presentation of MKT368 will be deemed to have satisfied 5 cu from the compulsory basket for the programme and need not take MKT368.

¹⁰ MKT370 will replace MKT361 and MKT352 as a compulsory course from Jul 2023 semester onwards.

Existing students who have taken either MKT361 or MKT352 before the first presentation of MKT370 will be deemed to have satisfied 5cu from the compulsory basket and need not take MKT370.

¹¹ HRM203 will be redesignated as an elective course from Jul 2023 semester onwards.

FTMKTG Study Plan - 2022 intake

Year 1		Year 2		Year 3		Year 4	
Jul Semester	Jan Semester	Jul Semester	Jan Semester	Jul Semester	Jan Semester	Jul Semester	Jan Semester
SUSS Core							
Teambuilding [2.5cu] ₃	Unrestricted Electives (~2.5cu per semester, across 7 semesters) [17.5 cu] ₃						
Compulsory or Restricted Elective [5 cu]	Compulsory or Restricted Elective [5 cu]	Compulsory or Restricted Elective [5 cu]	Compulsory or Restricted Elective [5 cu]				
Major / Minor Courses							
BUS100	BUS201	ANL203	MKT363	MKT370 ₁₀		MKT498	BUS490 ₅
BUS105	ECO202 ₆	MKT368 ₉	MKT390	MKT Elective or Minor ₁		MKT Elective or Minor ₁	MKT Elective or Minor ₁
ACC202	LOG202	FIN203 ₂	MKT366 ₈	MKT Elective or Minor ₁		MKT Elective or Minor ₁	MKT Elective or Minor ₁
MKT202	MKT Elective ₁	MKT351	MKT358	Work Attachment		MKT Elective or Minor ₁	MKT Elective or Minor ₁
			MKT Elective or Minor ₁			MKT Elective or Minor ₁	MKT Elective or Minor ₁
[20 cu]	[20 cu]	[20 cu]	[25 cu]	[15 cu]		[30 cu]	[30 cu]
+ Experiential Graduation Requirements: Student Teambuilding, Community Engagement, Overseas Experience, Work Attachment and E-portfolio							

¹ Students may choose between available MKT electives or minor courses presenting in the semester. An overall total of 4 MKT Electives and 8 Minors should be completed. (An extra elective should be completed for students taking BUS490.)

² FIN203 has replaced FIN303 for FTBSBA, FTMKTG, FTSCM, and FTHRM students, as of July 2019 semester.

³ For students doing overseas ETB teambuilding, 2.5cu of overseas ETB teambuilding will be paired with 2.5cu of OGP101 for total of 5cu. This leaves 15cu SUSS Core Unrestricted Electives to be fulfilled across the remaining course of study. (Students doing local ETB101 teambuilding will still need to complete 17.5 cu of Unrestricted electives)

⁴ BUS204 will be a fully online course (VRUN) from Jan 2021 semester onwards.

⁵ BUS489 will be replaced by BUS490 from Jan 2022 semester onwards. Students who have yet to complete BUS489 will have to take BUS490 and another 5cu of elective.

⁶ ECO201 will be replaced by ECO202 from Jul 2021 semester onwards.

⁷ BUS204 will be redesignated as an elective course from Jan 2023 semester onwards.

⁸ MKT366 will be redesignated as a compulsory course from Jan 2023 semester onwards.

⁹ MKT368 will replace MKT360 as a compulsory course from Jul 2023 semester onwards.

Existing students who have already taken MKT360 before the first presentation of MKT368 will be deemed to have satisfied 5 cu from the compulsory basket for the programme and need not take MKT368.

¹⁰ MKT370 will replace MKT361 and MKT352 as a compulsory course from Jul 2023 semester onwards.

Existing students who have taken either MKT361 or MKT352 before the first presentation of MKT370 will be deemed to have satisfied 5cu from the compulsory basket and need not take MKT370.

¹¹ HRM203 will be redesignated as an elective course from Jul 2023 semester onwards.

Study Plan - Bachelor of Science in Marketing - July 2023 & July 2024 Intake

	July Semester	CU	January Semester	CU	Special Semester	CU
Year 1	SUSS Core (to include BUS105 & NCO111 ¹)	22.5	SUSS Core	10	SUSS Core ²	0 - 5
	MKT202	5	ECO202	5		
			MKT358	5		
			MKT363	5		
			MKT366	5		
Year 2	SUSS Core	15	SUSS Core	10	SUSS Core ²	0 - 5
	MKT351	5	ANL203	5		
	MKT368	5	LOG202	5		
	Elective (1st Major)	5	MKT390	5		
			Elective (1st Major)	5		
Year 3	<p>Year 3 is flexible to allow for work attachment arrangements Over the year, students should complete: Any remaining SUSS Core (0 - 2.5 cu) Elective (1st Major) (5 cu) Free electives / Minor / Second Major ³ (25 cu)</p>					
Year 4	MKT498	10	BUS490	5		
	Free electives / Minor / Second Major ³	20	Free electives / Minor / Second Major ³	15		

Experiential Graduation Requirements:
Student Teambuilding, Work Attachment and E-portfolio

Notes:

¹ BUS105 is a required School course under the SUSS Core category, to be taken in Year 1 July semester. NCO111 is recommended to be taken in the first semester, as it is a pre-requisite course for NCO112 and NCO113.

² Students are encouraged to complete 60cu of SUSS Core in the first two years of their candidature across 4 regular semesters and 2 special semesters. Students may also consider taking available short courses in the special semester, if they wish to spread out the credit load from regular semesters.

³ Free electives / Minor / Second Major depends on student's choice to opt for free electives, two minors or second major. Refer to the curriculum plan for list of courses to be taken for each basket. **Students may embark on second major or first/second minor courses earliest from the second semester onwards, by declaring their choice of second major or first/second minor before course registration.**