

FULL COURSE SCHEDULE				
No.	Subject	Start date	End date	Note
1	Philosophy	13/10/2025	16/11/2025	
2	Business Research Method	24/11/2025	21/12/2025	
3	Data Science for Marketing Decision Making	Updating	Updating	
Lunar New Year - 2 weeks break (09/02/2026 - 22/02/2026)				
4	Social Media Analytics in Marketing	Updating	Updating	
5	Strategic Marketing Management	Updating	Updating	
6	Retail Marketing Management	Updating	Updating	
7	Elective subject 1	Updating	Updating	
8	Elective subject 2	Updating	Updating	
9	Qualitative research methods	Updating	Updating	
10	Quantitative research methods	Updating	Updating	
11	Predictive Analytics and AI Marketing	Updating	Updating	
12	Business English	Updating	Updating	
13	Leadership	Updating	Updating	
14	Strategic Management	Updating	Updating	
Lunar New Year (2 weeks break)				
14	Strategic Management	Updating	Updating	
15	Project Management	Updating	Updating	
16	Thesis	Updating	Updating	

ELECTIVE SUBJECT LIST		
No.	Subject	Note
1	Brand Management in Digital Age	
2	Business Analytics and Data Visualization	
3	Customer Insight with Google analytics	
4	Global Marketing Management	
5	Marketing Channel Management	
6	Marketing Technology	