Master of Science in Marketing
2020-2021

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The HKU One-year Master of Science in Marketing (MSc (Mktg)) programme is designed for young professionals who seek to acquire the latest knowledge, managerial insights and best industry practices to craft winning strategies and excel in the marketing and related professions.

Studying marketing at this level of intensity will place you in a pivotal position because only by understanding customers and markets can you convey the right message for a product or service to customers. This Master of Science in Marketing will prepare you for a wide range of careers and opportunities in top firms globally. It is the basis for a spread of skills, such as market research, promotion and advertising, and strategic marketing management.

Consumers leave a massive digital trail and all industries are looking to turn this plethora of consumer data into value through advertising and better products and services. The programme leads to improved competitiveness by teaching digital marketing strategies which are strongly consumer-focused. In making sense of the data, you come to an understanding of what the consumer needs over and above simply what you want to provide and learn how to develop innovative and cutting-edge digital marketing strategies.

When you have completed the programme, you will be able to stay ahead of key marketing developments involving millennial consumers, emerging markets, internet plus, and other factors. You will understand market trends and assess consumer insights when formulating marketing strategies, and transform innovation and insight into managerial actions that fuel business growth.

Remember that as long as there is business, marketing will be in demand.

“Nothing within a business machine has any impact without Marketing, as it is right at its centre”

The Master of Science in Marketing programme is designed to offer a high quality learning experience from a research-led university by providing cutting-edge knowledge and managerial insights to business and marketing (and related discipline) professionals and entrepreneurs. All course instructors have extensive research or professional experience in marketing. The programme is structured to expose students to the foundations of understanding customers and markets, core domains of marketing strategy such as branding, integrated marketing communication, and services marketing, and contemporary topics of high-tech marketing, marketing on the internet, and big data marketing. After finishing this programme, students will acquire a solid understanding of marketing knowledge and an in-depth appreciation of best practices in top global and local firms in Hong Kong, Mainland China and beyond.

Message from Programme Director

Professor Bennett Yim
Programme Director
Master of Science in Marketing
Since its founding in the past century, HKU has sought to transcend cultural and linguistic boundaries and has evolved from a minor institution in a far-flung colonial outpost to one of the top universities in the world with a strategic location at the heart of Asia’s financial capital.

Over its century-long history, HKU has accrued one of the most powerful alumni networks in the region. Dr Sun Yat-sen, the founding father of modern China and one of the most well-known figures of the 20th century, was among its first graduates.

The HKU motto has two parts, one Chinese and one Latin, reflecting its scholarly blending of East and West. “Sapientia et virtus” translates as “wisdom and virtue”, while “mingde gewu” (明德格物) means “to manifest virtue and to investigate things”.

Together, the two phrases reflect the vision of HKU, which is not simply to inculcate knowledge, but also to train students to become responsible members of society.

The University of Hong Kong

Founded in 1911, HKU is the oldest and most well-known tertiary institution in Hong Kong. While embracing its rich heritage and traditions, HKU endeavours to drive pioneering research and develop the next generation of world-class leaders.

The University of Hong Kong

No. 1 in Hong Kong

No. 25 in the world

No. 1 in the world

No. 1 in Hong Kong

No. 36 in the world

QS World University Rankings 2020


Times Higher Education (THE) World Universities Ranking 2019

HKU MBA Programme

No. 1 in Asia for 9 consecutive years

No. 1 Worldwide

No. 7 International School

The Economist - Full-time MBA Ranking


Forbes – The Best International MBAs: One-Year Programs 2017

A Distinguished Heritage

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**Curriculum**

The programme is designed to be strategy-oriented with an all-rounded training to sharpen your analytical, communication and intellectual skills. Ethics and sustainability issues with a corporate profit-making orientation are also embedded in the programme. In addition to our faculty members, experienced industry professionals will be involved in the teaching.

To graduate from our programme, you need to complete a total of 10 six-credit courses (60 credits), comprising 5 core courses (30 credits) and 5 elective courses (30 credits).

### Five Core Courses

- Applied Marketing Research and Metrics
- Consumer Insights
- Marketing on the Internet
- Strategic Marketing Management
- Business Model Design and Marketing Innovation (Capstone course)

### Five MSc (Mktg) Elective Courses

- Advertising and Integrated Marketing Communication
- Big Data Consumer Analytics
- Branding Strategy
- Entrepreneurial Marketing
- Global Technology and New Product Strategies
- International Study Field Trip
- Service Marketing and Management
- Technology Innovations in Retail Banking and Consumer Finance

### Elective Courses \(^{\text{^a}}\) from other Master Programmes

- \(^{\text{^a}}\) Up to two elective courses may be taken from other taught postgraduate programmes offered by the Faculty, subject to availability and review by the Programme Director based on your profile, capabilities, and performance in the MSc (Mktg) programme.

**Master of Accounting**
- Advanced Management Control
- Corporate Governance and Social Responsibility
- Corporate Finance
- Financial Accounting Theory
- International Tax and Corporate Strategies
- Principles of Management
- Strategic Business Leader

**Master of Economics**
- Corporate Finance
- Development Economics
- Economics of Organization and Strategy
- Health Economics
- Labour Economics
- Mechanism Design
- Money and Banking
- Public Economics

**Master of Finance**
- Behavioral Finance
- Equity Valuation and Investment Management
- Financial Services Regulations
- Real Options and Dynamic Corporate Finance
- Seminar in Commercial Banking and Real Estate Financing

**Master of Global Management**
- China Business Environment
- Creative Global Management Problem Solving
- Formulation of Global Strategy
- International Business Environment
- International Human Resource Management

**Master of Science in Business Analytics**
- Accounting Analytics for Managerial Decisions
- Analysis of High-Dimensional Data
- Business Simulation
- Entrepreneurial Opportunities in Financial Technology
- Financial Engineering
- Forecasting and Predictive Analytics

**Master of Science in Marketing**
- Global Technology and New Product Strategies
- Entrepreneurial Marketing
- Branding Strategy
- BIG Data Consumer Analytics
- Strategic Marketing Management

**Remarks:** Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustment.

The HKU Master of Science in Marketing offers a rigorous and cutting-edge learning experience, with a focus on best marketing practices and strategies in today’s fast-changing economy.
Duration of Study and Class Schedule

The curriculum extends over a minimum of one academic year to a maximum of two academic years for full-time study. Students normally finish the programme in one academic year.

Classes are conducted on weekdays (morning/afternoon/evening) and Saturdays (morning/afternoon) at the HKU Cyberport Campus, Admiralty Town Centre or other venues.

Modular Structure

Courses are offered on a modular basis to allow students to focus on one area of study at a time. Normally, each module lasts for 6-7 weeks including the examination week. All courses are taught in English.

Capstone Course

This core course, held at the end of the programme, allows you to integrate and apply the knowledge and techniques that you have learned in previous courses. You work with a team of classmates using real-world cases and contribute to every stage of the project.

Graduation Requirements

Students are required to successfully complete 10 six-credit courses (60 credits). Those who have failed a core course are required to retake it. If the failed course is an elective, another elective can be chosen as a substitute. To graduate from our programme, the number of failed courses over the entire period of study cannot exceed two, and a cumulative GPA of 2.0 or above must be achieved.

Career Prospects

With the rise of digital media and globalization of economies, it is paramount for marketing professionals to delve into the latest trends and know-how to navigate through a changing business landscape.

Industry Demand

Hong Kong has a highly developed consumer market, which offers an excellent testing bed for marketing concepts and techniques. Hong Kong companies are thus sophisticated users of marketing services, including but not limited to advertising, brand consultancy, event organising, market research and public relations.

There are also increasing demand for marketing services in those Mainland companies expanding their businesses into global market, given the language and cultural proximity and the fact that such mainland companies usually have a base in Hong Kong, they are more likely to entrust Hong Kong marketing services firms or professionals to support their development and integration with the global market.

In general, the marketing industry has undergone tremendous transformations in recent years driven by these dynamic factors:

- Technology breakthroughs that have contributed to numerous product innovations in various industries
- The digital era and increasing salience of social media
- Market shifts due to the rise of the millennial consumers and aging population

According to recent job market reports, marketing has consistently been ranked as a highly sought-after skill across different Asia markets. Due to fierce competition for talents, those with the right skill set and training can ask for increased pay and packages.

The life cycle of applied knowledge in marketing has also been greatly shortened as a result. While prior education and experience in the area can serve as a good foundation, marketers need to update and upgrade their knowledge every few years to stay at the forefront of the industry.
Career Development

Senior business practitioners will be invited to share the latest marketing insights and trends during classes and seminars. Professional workshops and coaching sessions are also available to propel your career trajectory.

A range of career activities and resources will be offered to prepare you for career advancement:

▶ Career workshops on strategic interview, resume writing, personal branding, etc
▶ Industry talks by senior business professionals
▶ Individual career coaching sessions
▶ HKU Internal Job Board
▶ HKU Career Fair

You will come up with an ideal career strategy with professional advice from experienced coaches, improve your job hunting skills and professional image to land the job, and get invaluable industry insights from seasoned business professionals.

Immigration Arrangements for Non-local Graduates (IANG)

Hong Kong SAR Government has implemented an immigration policy since 2009 for non-local graduates; the purpose of which is to encourage non-local graduates to stay and work in Hong Kong.

The IANG Advantages:

▶ Under the IANG, non-local students who satisfy all graduation requirements may apply to stay and work in Hong Kong right after graduation
▶ A stay of up to 12 months in Hong Kong without other conditions of stay (i.e. with or without a job offer upon application)
▶ Extension of stay may be considered along with flexibility on employment
▶ A simplified and streamlined application procedure

For further information, please refer to Hong Kong Immigration Department.
Student Profile

Class of 2020: Overview

- **Gender:** Male (14%) | Female (86%)
- **Average Age:** 22 (19 – 29)
- **With Prior Work Experience:** 22%
- **Average Work Experience**: 1 year and 9 months (3 months – 5 years and 5 months)
- **Average GMAT#** 540-740
- **Regions Represented:** Canada, China, Hong Kong, India, Indonesia, Poland, Taiwan

Academic Background

- **Universities**
  - Boston University
  - Fudan University
  - Harbin Institute of Technology
  - King's College London
  - Peking University
  - Shanghai Jiao Tong University
  - Sun Yat Sen University
  - University College London
  - University of British Columbia
  - University of California, Berkeley
  - University of Manchester
  - Wuhan University
  - Zhejiang University
  - and more...

- **Previous Employers**
  - Agricultural Bank of China
  - Amazon
  - Bank of China
  - Bank of Communications
  - BNP Paribas
  - CITIC Bank
  - CITIC Securities
  - Ogilvy & Mather
  - PricewaterhouseCooper
  - Tencent
  - Whirlpool
  - and more...

*Among students with prior work experience

^Among those who submitted their GMAT results

*Covering both internships and full-time employment
HKU’s location on Hong Kong Island ensures that you are at the heart of all local business and networking action.

With its tranquil ambiance, our Cyberport campus located just 20 minutes from the business hub of the city, provides world-class facilities in which for you both to wind down and to focus on your studies. Our Admiralty Town Centre located at the Admiralty Centre, which is right above the MTR Admiralty Station, brings the resources of the University to the heart of business in Hong Kong.
Apply to Our Programme

Admission Requirements
To be eligible for admission to our programme, you must:
- Hold a recognized Bachelor’s degree or equivalent;
- Obtain statements from two referees, regarding suitability for the programme; and
- Obtain a TOEFL/IELTS score if you are not from an English-medium university.

Minimum score requirement:
- TOEFL: 80
- IELTS: 6 (with no subtest below 5.5)

GMAT/GRE scores are not required, but candidates with a good GMAT/ GRE score will be favorably considered.

Application Deadlines

Non-local students are highly encouraged to apply in the first two rounds to allow sufficient time to arrange student visas and to prepare to move to Hong Kong.

| Round 1   | 12:00nn (HKT) Oct 22, 2019
| Round 2   | 12:00nn (HKT) Dec 30, 2019
| Round 3   | 12:00nn (HKT) Feb 13, 2020

Offers will be made on a rolling basis and early applications are preferred in the sense that a large proportion of offers will be allocated to applications in early rounds. Candidates are therefore highly recommended to submit their applications and supporting documents as soon as possible.

Admissions decisions are generally available in eight weeks after the application deadline and successful applicants will be notified by email. The applications of those who have not received an offer will be considered again in the following round(s) until the end of the whole admissions cycle.

Tuition Fee
The tuition fee of HK$288,000* for intake 2020 is payable in two instalments over one year and is subject to change and final approval by The University of Hong Kong. The payment deadlines of the tuition fee instalments are normally in October and January each year.

Upon receiving the admission offer, candidates will be required to arrange an offer deposit of HK$75,000* to confirm offer acceptance. The deposit will be deducted from the first instalment of the tuition fee.

Scholarships
We offer merit-based scholarships to new students at the time of admission. The number of scholarships to be awarded will not exceed 10% of the intake number in the relevant academic year.

The amount of each scholarship is subject to the performance of the candidate. All eligible candidates will automatically be considered and no separate application for the scholarship is required.

Application Procedures

1. Set up your HKU application account through the Taught Postgraduate Online Application System.
2. Download the Reference Form template and send it to your two referees. Ask them to email the completed forms directly to us at MSMKTadmissions@hku.hk via their valid email accounts before the closing date.
3. Complete the online application form and prepare an application fee of HK$300. The document upload function will be available on completion.
4. Upload soft copies of the following materials through the application system:
   - Graduation transcript or interim transcript (mandatory)
   - Graduation certificate, if available
   - Latest CV
   - Award certificate/degree certificate, applicable to applicants from Mainland Institutions only
   - TOEFL/IELTS score report, if applicable
   - Proof of internship experience in all positions, or most recent full-time employment, whichever is applicable
   - Certificates for professional qualifications (e.g. ACCA, CFA, CPA), if applicable
   - GMAT / GRE score report, if applicable
5. If you receive an admission offer from us, you will be required to arrange an offer deposit of HK$75,000* to confirm your place, which will be deducted from the first instalment of the tuition fee.

Visit our website to start your application today
www.fbe.hku.hk/tpg-forms/msmkt/apply-now

*Subject to the final approval of the University