Table of Content

- Why Hong Kong? P03
- HKU Business School | Ranking P05
- Our 2020–2021 Masters Programmes P06
- Community at a glance P07
- Our Campuses P07
- General Facts P09
- Master of Science in Marketing P10
- Admission Requirements P18
- Living in Hong Kong P19
- Career Development & Training P21
- Contact Us P25
Why Hong Kong?

Premier business hub in Asia, the bridge connecting Mainland China and the rest of the world


2nd Freest Economy in the World (2020 Index of Economic Freedom)

Asia’s 2nd largest private equity centre managing about 20% of the total capital pool in the region


5th in Worldwide Economic Performance (IMD World Competitiveness Ranking 2020)
HKU Business School

Faculty Members

Members from world-renowned and prestigious universities around the globe

130+ Faculty Members (full time)
14 Nationalities/Region

Including Australia, Canada, France, Singapore, Sweden, UK and US etc.

Rankings

The University of Hong Kong

No. 1 in Hong Kong
No. 4 in Asia
No. 22 in the World
QS World University Rankings 2021

No. 1 in the World
No. 1 in Hong Kong
No. 35 in the World

Times Higher Education (THE) World University Rankings 2020

HKU MBA Programme

No. 1 in Asia for the second time (2010-2018)
No. 1 Worldwide
No. 13 International School
The Economist – Full-time MBA Ranking 2010-2018


Forbes – The Best International MBAs: One-Year Programs 2019

Our 2020-2021 student community at a glance

Regions Represented

Undergraduate University

Australian National University
Columbia University
Cornell University
Fudan University
Imperial College London
Korea University
Nanjing University
National Taiwan University
New York University
Northwestern University
Peking University
Shanghai Jiao Tong University
Singapore Management University
The London School of Economics and Political Science
The University of Chicago
The University of Edinburgh
The University of Hong Kong
The University of Manchester
The University of Melbourne
The University of Sydney
Tsinghua University
University of British Columbia
University of California, Berkeley
University of California, Los Angeles
University of Michigan
University of Mumbai
University of Pennsylvania
University of Toronto
Xi’an Jiaotong University
Zhejiang University
Our Campuses

The HKU Business School provides a dynamic and conducive environment for learning, teaching and research. Advanced facilities are provided on the three campuses located in the HKU Main Campus, Cyberport and Admiralty Town Centre.

Cyberport Campus

Located at the flagship of Hong Kong’s digital industry—Cyberport, the School’s facilities at Cyberport include state-of-the-art classrooms, group meeting rooms and social areas for postgraduate students and learning partners from corporates that collaborate with the School. This is a place where university and business communities can come together and inspire innovations.

HKU Main Campus

The Headquarters of the HKU Business School is located at K.K. Leung Building in the HKU Main Campus. In addition to facilities such as lecture theatres, classrooms, computer laboratories and other areas for academic activities, the campus is also home to many research centres and institutes under the School. The Main Campus also features other learning facilities, resources and services needed in university life.

Town Centre Campus

Located at the heart of the city, Admiralty Town Centre Campus brings the resources of the School to one of the financial districts in Hong Kong. Apart from featuring cutting-edge facilities such as executive classrooms, meeting rooms and comfortable lounges, this downtown campus is a convenient location for hosting events and seminars, and connecting students, alumni and partners from all over the world.
Master of Science in Marketing

Courses are offered on a modular basis to allow students to focus on 1-2 courses at a time. Normally, each module consists of six to eight weeks including the examination week.

<table>
<thead>
<tr>
<th>Aug 2021</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec 2022</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td></td>
<td>Module 2</td>
<td></td>
<td>Module 3</td>
<td></td>
<td>Module 4</td>
<td></td>
<td>Module 5</td>
<td></td>
<td>Module 6</td>
<td></td>
</tr>
</tbody>
</table>

For reference only, actual duration can vary.

**Quick Facts**

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INTAKE</th>
<th>FORMAT</th>
<th>MEDIUM</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Degree</td>
<td>September</td>
<td>Full-Time</td>
<td>English</td>
<td>12 months</td>
</tr>
</tbody>
</table>

**Class Days**

Normally 4 sessions of teaching per week

- **Monday**: Morning Session, Afternoon Session
- **Tuesday**: Morning Session
- **Wednesday**: Afternoon Session
- **Thursday**: Morning Session
- **Friday**: Afternoon Session
- **Saturdays**: Evening Session

**Course Assessments**

- Assignments
- Mid-term Examinations
- Project Papers
- Presentations
- Other coursework
- Final Examination
Master of Science in Marketing Overview

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

The Master of Science in Marketing programme at the HKU Business School combines traditional marketing concepts and strategies with trendy topics related to big data. The programme offers a comprehensive curriculum that combines marketing insights, analytical tools and decision frameworks, and students will learn best practices in top global firms, as well as local firms in Hong Kong, Mainland China and beyond. The school boasts a strong teaching faculty, many of whom are at the forefront of the latest marketing technology and digital-cultural trends, and students will have access to senior business practitioners, allowing them to gain an in-depth understanding of real world business.

More than just traditional Marketing theory.

**Trend Subjects**
- Marketing on the Internet
- Big Data Consumer Analytics
- Technology Innovation in Retail Banking & Consumer Finance

**Practical Subjects**
- Entrepreneurial Marketing
- Branding Strategy
- Advertising & Integrated Marketing Communication

---

**Q&A with Programme Director Dr. Sara Kim**

1. **Is the programme based on theory and concepts only? What practical aspects are there?**
   The programme combines both practice and theory. Plenty of real-world business examples will be used to illustrate the marketing concepts and theories using up-to-date cases and students will be required to apply the learned theories and concepts in exercises and projects.

2. **What type of student is most suitable to study marketing?**
   Students who are outgoing, curious, people-oriented and communicative are generally more suitable to study marketing. The programme is designed to help students with a prior business / marketing background to deepen their marketing knowledge and equip non-business students with the necessary marketing knowledge and skills to develop a business career.

3. **With technology advancements and the change of habit towards online activities, how can the Master of Science in Marketing help match the trend?**
   Our faculty stays at the forefront of the latest marketing tech and digital-cultural trends by providing multiple courses on technology and online consumer behaviours. Beyond this, we give students a firm grounding in the scientific theory and thinking behind marketing (e.g., statistical analyses and social science theory) which once mastered, provide students with a lifetime of value.

4. **How will taking other Master Programmes’ electives benefit my career in Marketing?**
   Students can take electives from other programmes, such as Business Analytics, where they can learn in depth about the most cutting-edge tools such as Python, Deep Learning, and Big Data analysis. Students can also learn about technology, entrepreneurship, and launching new innovations.

5. **Marketing is very culture specific. After studying the programme, would I be able to apply the knowledge and skills learned outside of Hong Kong?**
   The programme is designed to give marketing knowledge at both a global level and a local adaptation (Hong Kong and Mainland China). The programme provides an understanding on how business models must transform and adapt to the local markets.
Scholarship

Entrance Scholarship
We offer merit-based scholarships to qualified students, who may receive a scholarship ranging from 10% to 50% in most cases. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship
Up to 10 scholarships shall be available, starting from the academic year 2021/22. The Year One Students will be eligible for the scholarship, which shall be offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee
$318,000*
A deposit of HK$80,000* is required to confirm the admission, the balance shall be payable in two instalments over one year.

Flexible curriculum allowing you to focus in different business industry

Master of Accounting
- Financial Accounting Theory
- Corporate Governance
- Social Responsibility
- Principles of Management

Master of Finance in Financial Technology
- Introduction to FinTech and its Impact on the Future of Banking and Finance
- Text Analytics and Natural Language Processing in Finance and FinTech
- Behavioural Finance

Master of Economics
- Economics Organization and Strategy
- Mechanism Design
- Money and Banking

Master of Finance
- Equity Valuation and Investment Management
- Financial Services Regulations
- Real Options and Dynamic Corporate Finance

Master of Global Management
- Creative Global Management Problem Solving
- Formulation of Global Strategy
- International Human Resource Management

Master of Science in Business Analytics
- Business Simulation
- Managing and Mining Big Data
- Service Operations Management

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

* Up to two elective courses may be taken from other taught postgraduate programmes offered by the School, subject to availability and review by the Programme Director based on your profile, capabilities, and performance in the MSc (Mktg) programme.
**Student Experience Sharing**

The year of my schooling in HKU Business School was also a year which I harvested spectacularly. Apart from the necessary coursework, the university also provided some selective courses of other departments and a series of beneficial workshops, like programming workshops, statistics courses, java application courses, courses of a series of software including, Stata, R, etc., which made us strongly competitive. I not only learned the latest cutting-edge knowledge but also felt much support and care from the university, professors, and faculties. Whenever I had any trouble or problem, they helped solve it patiently and timely, which benefitted me the most this year. I would like here to extend my great respect to them. After being elected as Class Representative of the MSC Marketing programme, I decided to help the school and feedback and contribute to our community with a grateful heart. Specifically, I have taken responsibility as a class representative in marketing classes and let the programme management team know the class feedback in various aspects of the programme.

---

I worked in a marketing agency for two years after my undergraduate study. I gained quite a lot of practical experience in handling marketing inquiries from different types of brands and the more I experienced, the more I found it necessary to learn analytical and managerial skills in marketing. I also want to start my own business in lifestyle products. It is crucial for a startup to obtain a strong skill set in marketing and management. In marketing and management, the curriculum of the HKU Master of Science in Marketing offers just what I want for my future business and career development, including courses on marketing research, integrated marketing communication, brand management and more.

---

**Melo**

I am Suri Yang, I am very determined I will go back to mainland China to work when I graduate, so honestly speaking, I only considered Hong Kong when I applied for my master programme. HKU has geographical advantages and a strong alumni network, which are very helpful for me when looking for a job, especially in the Greater Bay area.

---

We also study different business models and take lessons from the company’s rise and fall, including how the unicorns entered the market and how old brands went through an under-competitive rough patch. It is helpful to build up a business mindset and understand market trends. We are well-equipped to enter different industries since we study marketing tactics and grow a business sense of different kinds of industries, including FMCG, electronic products, fast fashion, and internet applications, etc.

---

Hong Kong has tight connections with mainland China, so the MSC-Marketing programme at HKU will cover more content about Chinese business and is very suitable for students like me, who want to find a job in Mainland China. In addition, I like the MSC Marketing programme’s course design very much, which combines creative courses like branding strategy with more analytic courses, such as big data and marketing on the internet.
Class Profile
We recruit students from diverse backgrounds each year to enrich your learning experience.

Academic Backgrounds

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>Business / Management / Marketing</td>
</tr>
<tr>
<td>18%</td>
<td>Language / Communication</td>
</tr>
<tr>
<td>16%</td>
<td>Finance / Accounting</td>
</tr>
<tr>
<td>14%</td>
<td>Economics</td>
</tr>
<tr>
<td>13%</td>
<td>Others</td>
</tr>
<tr>
<td>4%</td>
<td>Mathematics / Science / Statistics</td>
</tr>
<tr>
<td>3%</td>
<td>Media / Journalism</td>
</tr>
<tr>
<td>2%</td>
<td>IT / Engineering</td>
</tr>
</tbody>
</table>

Previous Employers
- AlphaX Partners
- American Express
- China Southern Airlines
- CITIC Trust
- Didi
- Edelman Public Relations Worldwide
- Estee Lauder
- Haier Group Corporation
- Kelly Services
- Lyre Global
- Mars Wrigley
- Mercedes-Benz
- Microsoft Research Asia
- NetEase Games
- Nielsen Company Ltd
- PepsiCo, Inc.
- PricewaterhouseCoopers (PwC)
- Prudential
- Roland Berger
- Siemens Management Consulting
- Tencent
- Trip.com
- Vivo
- Walmart

Gender + Age

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td></td>
<td>82%</td>
</tr>
</tbody>
</table>

Age

<table>
<thead>
<tr>
<th>Average Age</th>
<th>Age Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>19 - 31</td>
</tr>
</tbody>
</table>

Working Experience*

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>With prior working experience</td>
<td>31%</td>
</tr>
</tbody>
</table>

Avg work duration

<table>
<thead>
<tr>
<th>Duration</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year</td>
<td></td>
</tr>
<tr>
<td>5 months</td>
<td></td>
</tr>
</tbody>
</table>

*Among students with prior work experience (Internship inclusive)

Admission Requirements
To be eligible for admission to our programme, you must:

1. Obtain a TOEFL/IELTS score if you are not from an English-medium university
2. Obtain statements from two referees, regarding suitability for the programme
3. Hold a recognised Bachelor’s degree or equivalent

Minimum score requirement:
- TOEFL: 80
- IELTS: 6

Apply Here
- Graduate transcript / interim transcript (if graduate transcript is not available)
- Graduation Certificate, if available
- Latest CV
- Award certificate/degree certificate, applicable to candidates from Mainland institutions only
- TOEFL or IELTS report that was taken within 2 years before your application submission, if you are not from an English-medium university
- GMAT / GRE score report, if applicable
- Certificates for professional qualifications (e.g. ACCA, CFA, CPA), if applicable
- Proof of internship experience of all positions, or most recent full-time employment, whichever is applicable

Remarks:
- Application with missing supporting documentation will be considered incomplete and will not be further processed.
- In the application stage, the original copy of supporting documents is NOT required and candidates only need to upload an electronic copy to the application website. If you receive an admission offer from our programme, we will ask you to submit the original/official copy of the documents.
- Due to the large volume of applications received by us, your application account will only be valid for four weeks. You should submit your application within this period; otherwise, your application will be lost.
- Admission process normally takes 8 weeks after application deadline.
- For a more detailed guide, please refer to back our Master Programme websites.

(Code Number: TOEFL: 1671; GRE: 2482)
Living in Hong Kong
The HKU Business School has a dedicated team that prepares our masters students for success in the world of work.

Leveraging our networks and resources, we aim to provide top-notch career services that

01 help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;

02 help students develop a realistic career plan by facilitating the planning and execution of their personal career exploration and strategies; and

03 help students enhance their skills, competencies and confidence necessary in the world of business.

We value partnerships, and work tirelessly in reaching out to the community and corporate, both local and in the region, for all forms of collaboration, particularly that in terms of knowledge sharing and talent acquisition. Many of the related events and job opportunities are exclusive to HKU Business School masters students.

Partial Employers List

<table>
<thead>
<tr>
<th>Technology</th>
<th>Alibaba</th>
<th>DiDi</th>
<th>Huawei</th>
<th>IBM</th>
<th>NetEase</th>
<th>Tencent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking</td>
<td>Bank of America</td>
<td>Bank of China</td>
<td>Bank of Communications</td>
<td>BNP Paribas</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HSBC</td>
<td>J. P. Morgan</td>
<td>Ping An Bank</td>
<td>Société Générale</td>
<td>Standard Chartered</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CITIC Securities</td>
<td>Goldman Sachs</td>
<td>Guotai Junan International</td>
<td>Moody’s Analytics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Services and Consulting</td>
<td>Accenture</td>
<td>Deloitte</td>
<td>Ernst &amp; Young</td>
<td>KPMG</td>
<td>PricewaterhouseCoopers (PwC)</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>DFS Group</td>
<td>Hong Kong Monetary Authority</td>
<td>Securities and Future Commission</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

90% secured employment within three months after course completion

*Data based on graduate surveys administered three months after course completion. Data from Master of Science in Marketing and Master of Global Management, which were launched in 2019 and 2020 respectively, are not yet available.
We support you along the Journey

Tools and Resources
Support your research and job market intelligence with professional tools
- HKU Moodle: Career Exploration Toolkit
- Career Portal
- Skills-based Trainings: Bloomberg, Python, WIND etc.
- Aptitude Test Banks

Career Development & Training
We offer a diverse range of career development activities

01 Know Yourself and Your Strengths
Gain awareness of your relationship style, your impact on others and your personal strengths.
- One-on-one Career Consultation
- Enhancing Your Professional Presence
- Personality and Workplace Communication

02 Plan Your Career
Analyse your profile, research the options, and build a realistic career plan
- One-on-one Career Consultation
- CV Clinic
- Industry Overview Series

03 Tell Your Story
Present your experience effectively and promote your professional identity.
- CV Writing and Cover Letter
- Personal Branding on Social Media
- Small Group Mock Interviews
- Presentation and Pitching Skills

04 Discover The Open And Hidden Job Market
Learn how to look for a job and how employers in the industry source the talents they need
- Recruitment Talks
- Job Fair
- Professional Body Sharing Seminars
- Seminars by Recruitment Experts

05 Network, Network, Network
Leverage the HKU Community to expand your network.
- Alumni Sharing
- Fireside Chats with Executives
- Competitions and Challenges
Contact Us

230,000+ Alumni

> 150 Nationalities

133 Alumni Networks

23,000+ HKU Business School Graduates

Our HKU Alumni Network

Master of Accounting
Email: MAccAdmissions@hku.hk
Phone: (852) 3962 1280

Master of Economics
Email: MEAdmissions@hku.hk
Phone: (852) 3962 1243

Master of Finance
Email: MFAdmissions@hku.hk
Phone: (852) 3962 1258

Master of Finance in Financial Technology
Email: MFFTAdmissions@hku.hk
Phone: (852) 3962 1487

Master of Global Management
Email: MGMTAdmissions@hku.hk
Phone: (852) 3962 1291

Master of Science in Business Analytics
Email: MSBAAdmissions@hku.hk
Phone: (852) 3962 1246

Master of Science in Marketing
Email: MSMKTAdmissions@hku.hk
Phone: (852) 3962 1249

Facebook
Instagram
LinkedIn
Weibo
Twitter