



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics



Master of Science in Marketing



HKU Master of Science in Marketing

The HKU Master of Science in Marketing 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.

Our courses are offered on a modular basis (six weeks per module). You are only required to take at most two to three courses at a time to enable you to focus your efforts on those courses before moving on to new subjects. All courses are taught in English.



The HKU Brand

You will study at the oldest and most prestigious university in Hong Kong, globally recognised around the world, and join a family of influential alumni who hold prominent positions in various sectors across the region.

Learn and Apply

Our programme emphasizes strategic perspectives built upon a strong intellectual foundation, with a capstone module for you to convert conceptual insights into managerial actions.

Real World Business

Senior business practitioners will be invited to share the ins and outs of the industry during classes and seminars. Professional workshops and coaching sessions are also available to propel your career trajectory.

Curriculum

The Programme offers a rigorous and cutting-edge learning experience, with a focus on best marketing practices and strategies in today's fast-changing economy. It is composed of three groups of modules:

- ▶ **Marketing insights**
- ▶ **Analytical tools**
- ▶ **Decisions framework for marketing professionals**

It 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.

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.



Programme Design

Students are required to successfully complete 10 six-credit courses (60 credits), comprising five core courses (30 credits) and five electives (30 credits).

Core	Applied Marketing Research and Metrics
	Consumer Insights
	Marketing on the Internet
	Strategic Marketing Management
Elective	Advertising and Integrated Marketing Communication
	Branding Strategy
	China Marketing
	Entrepreneurial Marketing
	Global Marketing
	Global Technology and New Product Strategies
	Selective Topic in Marketing Strategy
	Service Marketing and Management
Core	Capstone: Business Model Design and Marketing Innovation

*Remarks: Not all courses listed above will necessarily be offered each year.
The curriculum for Intake 2019 is subject to future adjustments.*

Tuition Fee and Scholarships

The proposed tuition fee for Intake 2019 is HK\$260,000*. The fee shall be payable in two instalments over one year, and the payment deadlines of the tuition fee instalments are normally in October and January each year.

We offer merit-based scholarships to qualified students at the time of admission. All eligible candidates are automatically considered; no separate application is required.

** Subject to the final approval of the University*



Application Deadlines

International students are highly encouraged to apply in the first round to allow sufficient time to arrange student visas and to prepare to move to Hong Kong.

Round 1	12:00nn (HKT) January 3, 2019
Round 2	12:00nn (HKT) March 1, 2019

Admissions decisions are generally available in eight weeks after the application deadline. Successful applicants will be notified by email. For those who do not receive offers from the programme office of the Master of Science in Marketing in the first round, their files will be considered again in the second round of the admissions cycle.

Applicants receiving an admission offer from us will be required to arrange an offer deposit of HK\$65,000 to confirm their places, which will be deducted from the first instalment of the tuition fee.

Admissions Requirements

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

- ▶ Hold a recognised Bachelor's degree or equivalent;
- ▶ Obtain statements from two referees, regarding your suitability for the programme; and
- ▶ Obtain a TOEFL/IELTS[^] score if you are not from an English-medium university.

Candidates with two years of working experience will be favourably considered. If you do not have work experience but have prior internship or learning experience related to marketing and business, your application will also be considered.

[^] Minimum score requirement: TOEFL: 80 | IELTS: 6 (with no subtest below 5.5)



Apply Now:
<https://aal.hku.hk/tpg/programme-list-1920>

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