



## Bachelor of Arts (Hons) Marketing 市場學(榮譽)文學士

Course Code: 1545-DP074A (CE 68-836-00/71)



QF Level: 5  
QR Registration No.: 15/002103/L5  
Validity: From 01/09/2015 to 31/08/2019

## Bachelor of Arts (Hons) Marketing and Management 市場及管理學(榮譽)文學士

Course Code: 1545-DP072A (CE 68-835-00/71)



QF Level: 5  
QR Registration No.: 15/002105/L5  
Validity: From 01/09/2015 to 31/08/2019

# 2017/18

Full-time Undergraduate Programmes  
全日制大學學位課程

Credit Exemption for AD/HD Graduates  
專為副學士/高級文憑畢業生而設

# The University of Hull 赫爾大學

Established in 1927, the University of Hull encompasses world-class teaching, research, impressive facilities, and a strong support network for more than 16,000 students.

Independent surveys have repeatedly shown that our undergraduates are some of the most satisfied students in the UK, who enjoy the sense of community on our attractive 125-acre campus. We were awarded 5 stars for teaching, employability and facilities by world university ranking experts QS. And the most recent Research Excellence Framework named us among the UK's top 50 universities for research power.

英國赫爾大學於1927年成立，學府的師資、學術研究均達國際級水平；大學設置一流的設施，為全校超過16,000名學生提供強大的支援網絡。赫爾大學持續在獨立調查中，成為本科學生最滿意的英國大學之一。其教學、就業率及設施方面，均被QS世界大學排名評為五星。最近期的英國卓越研究框架(REF)報告亦顯示，赫爾大學的研究能力為全英前50名。

## Hull University Business School

Hull University Business School offers a wealth of opportunities to pursue undergraduate and postgraduate study and research, all designed to enhance your professional or academic development. Our degrees all build a strong understanding of the complexities of the global business environment to help you develop into a responsible, resourceful business leader.

Recognition from two of the leading global accreditation systems for business schools (AACSB and AMBA) has confirmed our status as a leading business school. AACSB accreditation is an internationally recognised accreditation specialised for business schools, and is held by less than 5% of the world's 13,000 business programmes. This places us in a select group of UK business schools, assures students of our commitment to providing an outstanding experience and further enhances the value of their degree in the global employment market. In the most recent Research Excellence Framework (REF), a nationwide assessment of research at universities published in December 2014, Hull University Business School was placed 37<sup>th</sup> among 101 UK business schools for research power (research quality x number of staff submitted).

## 赫爾大學商學院

赫爾大學商學院提供多個學士、碩士與研究生課程，為學員提供專業或學術發展的途徑。商學院享負盛名，同時獲得兩項國際權威認證(AACSB及AMBA)。其中，AACSB 是一項專門為商學院而設的認證，全球13,000個工商課程中僅少於5%課程獲得此項認證；說明赫爾大學商學院持續為高等教育的質量提供保證，以及不斷提升其學位在全國就業市場的價值。英國卓越研究框架(REF)2014年的報告顯示，其研究能力(研究質量x提交研究的人員數目)為全英101家商學院中排名37。



## Programme Highlights

- **Identical** Bachelor's degree awarded by the University of Hull;
- Unique **UK honours degree** programmes available in Hong Kong that offer a curriculum of studies combining marketing with management;
- **Face-to-face** teaching by both Hull and local lecturers;
- Satisfactory employability: **over 95%** graduates secured first job in less than 3 months upon graduation (2015 IC Graduate Survey);
- Graduates are **highly recognised** by employers and graduates reported satisfactory job offers from large organisations and government departments.



# Bachelor of Arts (Hons) Marketing

市場學(榮譽)文學士



# Bachelor of Arts (Hons) Marketing and Management

市場及管理學(榮譽)文學士



These programmes are designed for those wishing to pursue a range of careers in the private and public sectors.

The **Bachelor of Arts (Hons) Marketing programme** provides students with a thorough knowledge and understanding of both the philosophy and functions of integrated marketing communications and brand management. Students will develop core marketing skills such as analysing consumer behaviour, designing market strategy, developing effective integrated marketing communications plans and formulating advertising and public relations strategies in the digital age. Students will learn to recognise and respond to the complexities of the modern global business environment with a sense of social responsibility.

The **Bachelor of Arts (Hons) Marketing and Management programme** aims to provide students with a thorough knowledge and understanding of both the philosophy and functions of marketing. It also aims to help students acquire up-to-date management practice and experience, develop core marketing and management skills such as designing market strategy and developing persuasive communications.

These programmes balance academic knowledge and vocational skills with a broad-base training to prepare students to work within a wide variety of organisations in both business and non-profit contexts. The programmes also aim to equip students with generic competencies which are applicable in the work place and transferable between jobs that are highly valued by employers. For example, on completion of the course, students will be able to formulate and solve business problems, analyse information, think critically, communicate effectively and possess a range of interpersonal skills.

這兩個榮譽學位課程專為有志投身私人或公共機構相關職位的學生而設。

**市場學(榮譽)文學士**課程旨在教授學生全面的市場學理論和應用知識。課程內容涵蓋最新的整合市場營銷及品牌管理學的實踐及經驗。通過教授分析消費者行為、設計市場策略、制訂整合市場營銷計劃和各項廣告及公關策略，針對性地提升學生於環球市場上及數碼年代的市務策劃能力和對社會責任的認知。

**市場及管理學(榮譽)文學士**課程旨在教授學生全面的市場及管理學理論和應用知識。課程內容涵蓋最新的市場管理實踐及經驗。此外，通過教授設計市場策略，及訓練溝通技巧，針對性地提升學生於環球市場上的市務策劃及管理方面之能力。

由於兩個課程結合了多元化的學術知識及實用技巧，學生日後可學以致用，從事不同界別的工作，包括：品牌管理、市場研究、客戶管理、顧客服務、公關、人力資源管理、零售管理，以及一概有關消費者或公司與公司之間、甚至非牟利機構或政府部門的市場推廣或管理。

## Programme Structure

The entire Bachelor of Arts (Hons) Marketing/Bachelor of Arts (Hons) Marketing and Management programme comprises 18 modules or 360 credits. Students are required to take 120 credits' worth of modules each year and normally complete the entire programme in 3 years of full-time study in the UK.

In Hong Kong, only the Second Year and Final Year modules will be offered. Students with relevant qualifications, such as the Higher Diploma in Business (Marketing and Management) approved by Hull University Business School, are qualified for direct admission to the Second Year of the programme. They are exempted from half of the programme and need to complete only 9 modules over three terms of study for graduation. The 9 modules are:

## Bachelor of Arts (Hons) Marketing

Year	Term	Unit
Year 2	Term 1 (Sep - Dec)	Consumer and Business Buyer Behaviour Personal and Management Development Marketing Communications and Branding
Year 3	Term 2 (Jan - Apr)	Social and Not-for-Profit Marketing Services Marketing Independent Study
Year 3	Term 3 (May - Aug)	Strategic Marketing and Planning International Marketing Advertising and Public Relations

## Bachelor of Arts (Hons) Marketing and Management

Year	Term	Unit
Year 2	Term 1 (Sep - Dec)	Consumer and Business Buyer Behaviour Personal and Management Development Marketing Communications and Branding
Year 3	Term 2 (Jan - Apr)	Strategic Management Services Marketing Independent Study
Year 3	Term 3 (May - Aug)	Strategic Leadership International Marketing Strategic Marketing and Planning

Selected modules have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

The above programme structure is intended for use as a guide to prospective students. HKU SPACE and the University of Hull reserve the right to vary the sequence of delivering the modules.

These programmes are recognised under the Qualifications Framework. For details, please visit [www.hkqr.gov.hk](http://www.hkqr.gov.hk).



## Entry Requirements

An applicant shall hold:

1. a Higher Diploma in Business (Marketing and Management/Sales, Marketing and Advertising/Marketing and Media) or an Associate of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or above;

**or**

2. a related Higher Diploma or Associate Degree offered by HKU SPACE or a Higher Diploma or an Associate Degree from other tertiary institutions in the areas of marketing and/ or management which are recognised by the University of Hull.

Graduates of the HKU SPACE Higher Diploma and Associate Degree programmes recognised by the University of Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

- i) a Grade E in the Use of English in HKALE; **or**
- ii) Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill); **or**
- iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); **or**
- iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill); **or**
- v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

## Duration of Study and Award

With maximum exemptions granted, students can complete the enrolled programme in one year in full-time mode.

Students who have successfully completed the programmes will be awarded the **Bachelor of Arts With Honours in Marketing/Bachelor of Arts with Honours in Marketing and Management** by the University of Hull.

## Teaching Mode

Lectures are delivered by Hull academic staff, following the curriculum of each of the on-campus modules. Each module comprises 42 contact hours in a combination of lectures and tutorials. Each module is delivered by Hull academics and supported by local staff.

## Assessment

Assessment is based on a variety of assessment methods including student assignments and reports, and final end-of-term examinations. In addition, all students are required to undertake an *Independent Study* project on a topic of their choice. For the Independent Study module, there will be no written examination and students will be assessed 100% by coursework comprising an oral presentation and a written report.



## Professional Recognition

Hong Kong Institute of Marketing HKIM



The Chartered Institute of Marketing CIM



Graduates of the two programmes meet the education requirement for full membership of Hong Kong Institute of Marketing (HKIM) and will be eligible to apply for the Chartered Postgraduate Diploma in Marketing programmes offered by The Chartered Institute of Marketing (CIM) and Postgraduate Diploma in Marketing offered by HKU SPACE subject to the fulfillment of work experience requirement.

## Career Opportunities

Demand among employers for graduates with a broad business base and related specialism, such as marketing and management, as well as marketing communications, is increasing, as companies face an ever more competitive market environment. The two BA (Hons) programmes provide students with a strong platform from which to enter roles across a range of business disciplines. These might include brand management, marketing research, account management, customer service, public relations, retail management and a whole host of careers in consumer, business-to-business and non-profit marketing.

## Further Studies

The University of Hull qualifications are recognised internationally. On completion of the programme, graduates are qualified for admission to the MSc Marketing offered by HKU SPACE in association with Edinburgh Napier University in the UK.

Graduates of the two programmes may also pursue further studies in marketing, management, communications, advertising or business-related disciplines at postgraduate level at the University of Hull Business School, or at other universities worldwide.

## Tuition Fee

The tuition fee\* for 2016/17 intake is HK\$12,300 per module covering charges for all lectures, seminars, tutorials, marking of assignments, examinations and registration. The tuition fee level is reviewed and agreed annually and published no later than June, before the next academic year starts.

\* The tuition fee is reviewed annually and is subject to change without prior notice.

## Continuing Education Fund

Selected modules in the programmes have been included in the list of reimbursable courses for CEF purposes.

According to the terms and conditions of the CEF, students seeking reimbursement of the fees under CEF must not have obtained any other publicly-funded financial assistance, such as FASP, for the same programme/modules to avoid double benefits. For details, please refer to <http://www.wfsfaa.gov.hk/cef>.



## Financial Assistance Schemes

Hull University Business School's Bachelor of Arts (Hons) Marketing/Bachelor of Arts (Hons) Marketing and Management delivered in Hong Kong is successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). Full-time students are eligible to apply for Hong Kong government grants and low-interest loans, i.e. Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means tested Loan Scheme for Post-secondary Students (NLSPS).

## University of Hull/IC Scholarships

Scholarships for the 2016/17 academic year will be announced around October 2016. In the 2016/17 academic year, there were one scholarship for BA (Hons) Marketing and Management programme and BA (Hons) Marketing programme respectively. The amount of each scholarship was HK\$12,300.

## Bachelor of Arts (Hons) Marketing



**WONG, Oi Yee Natalie**

- Higher Diploma in Business (Sales, Marketing and Advertising), HKU SPACE Community College (2012-14)
- Bachelor of Arts (Hons) Marketing (2014-15)
- Sales & Marketing Assistant, HKTDC (2016- )

“ I learnt useful marketing knowledge like relationship marketing and development of marketing strategies from this programme. From analysing the industry, company and customers to execution of the marketing plans, we were well taught with lots of real-life examples. Other than some hard skills, such as use of statistical software (SPSS), theory applications and essay writing, we have also gained many essential soft skills, such as critical thinking, interpersonal and communication skills.

This programme also opened up the opportunity for me to start my career as a digital specialist in a digital marketing agency and broadened my horizons in the marketing industry.”



**WU, Wing Tung Amy**

- Higher Diploma in Business (Marketing and Management), HKU SPACE Community College (2012-14)
- Bachelor of Arts (Hons) Marketing (2014-15)
- Account Executive, DM Plus Limited (2015- )

“ We need to make critical decisions throughout our lives. Choosing to study a top-up degree in HKU SPACE International College is one of the best decisions made in my life. I have found my ideal career path after studying this programme, and started my job in the advertising field. I enjoy the positive study atmosphere in IC very much. Peers are helping each other with valuable advice and experience sharing. We study, play and grow up together. I will never forget the study journey in IC.

Also, I was one of the class representatives, responsible for being the communicator between fellow classmates and the school. Different units of the school are willing to listen and are committed to improving students' learning experience.”

## Bachelor of Arts (Hons) Marketing and Management



**CHOW Kai Weng, Kian**

- Higher Diploma in Business (Sales, Marketing & Advertising), HKU SPACE Community College (2005-08)
- Bachelor of Arts (Hons) Marketing & Management (2008-09)
- Executive Director, National Arts Holdings Ltd. (2011- )

“ The University of Hull offers us this programme with strong emphasis on both theoretical and practical application. From my learning experience, the lecturers always inspired, guided and encouraged us to think critically. This skill is definitely essential for us to turn knowledge into wisdom.”

## Bachelor of Arts (Hons) Marketing and Management



**LEUNG Ka Kei, Gladys**

- Diploma in Hospitality Management, School of Continuing and Professional Education of City University of Hong Kong (2004-05)
- Bachelor of Arts (Hons) Marketing and Management (2011-12)
- MSc in International Human Resource Management, University of Reading (2012-13)
- Learning and Development Coordinator, Interserve Plc. (2013- )

“ I have a sales and marketing background in the hotel industry and obtained the BA (Hons) in Marketing and Management from the University of Hull in 2012. This degree not only enhanced my knowledge in marketing and management but also enabled me to connect my past working experience with academic theories. Without taking Hull's undergraduate programme, which inspired me to pursue a Master of Science in the UK, I would not have got such an opportunity to start a promising career in one of the FTSE 250 companies upon graduation in the UK.”



**CHOW Ho Yan, Angie**

- Advanced Diploma of Business Management, Royal Brisbane International College (2007-09)
- Bachelor of Arts (Hons) Marketing and Management (2009-10)
- Marketing Specialist, P&G (2010-13)

“ The programme served as a stepping stone to a career in marketing. It was truly an eye-opener for me, both academically and professionally. This course emphasises real-life case studies which enabled me to gain in-depth understanding on marketing practices in the business world. The group assignments and the research that I conducted provided me with valuable experience and examples to share during the job interview. The diversity of subjects covered throughout the year tremendously enriched my knowledge which is applicable to the work place and has definitely facilitated my career development in marketing.”




**FUNG Hatthaya, Kobo**

- Higher Diploma in International Hospitality Management, The Hong Kong Institute of Vocational Education (2010-12)
- Bachelor of Arts (Hons) Marketing and Management (2012-13)
- Customer Service Officer - Real Estate, Hong Kong Housing Society (2013- )


“ This programme gave me an opportunity to switch from hotel management to the marketing field. I learnt marketing strategies, consumer behaviour and marketing applications in a wide range of industries. This practical programme focused on both theories and real-life case studies. I also acquired useful research skills and methods in the final independent research project, which was a valuable experience.”




## Apply NOW

 <http://hkuspace.hku.hk/ic>

### Programme Enquiries

 2910 7619

 [sharon.lam@hkuspace.hku.hk](mailto:sharon.lam@hkuspace.hku.hk) (Ms. Sharon Lam)

### General Enquiries

 2910 7555  [ic@hkuspace.hku.hk](mailto:ic@hkuspace.hku.hk)

## Programme Overview

<b>Awarding University</b>	The University of Hull
<b>Year of Establishment</b>	1927
<b>Study Mode</b>	Full-time
<b>Duration</b>	12 months
<b>Medium of Instruction</b>	English
<b>Tuition Fee (2016/17 Intake*)</b>	HK\$12,300 per module, 9 modules in total
<b>Programme Commencement</b>	September 2017

\* The tuition fee for 2017/18 intake will be updated in the IC website in due course.

## HKUSPACE

Information in this leaflet is subject to change by HKU SPACE IC and University of Hull without prior notice. Please refer to the IC website or contact programme staff for the latest information.

These are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.

HKU SPACE is a non-profit making University company limited by guarantee.