



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

Course Code: 1945-DP074A (CE 68-836-00/11)



QF Level: 5  
QR Registration No.: 15/002103/L5  
Validity: From 01/09/2015 to 31/08/2024

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

Course Code: 1945-DP072A (CE 68-835-00/11)



QF Level: 5  
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## 2021/22

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

Credit Exemption for AD/HD Graduates  
副學士/高級文憑畢業生可獲學分豁免



HKU SPACE  
INTERNATIONAL COLLEGE  
香港大學專業進修學院  
國際學院

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. 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。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國際就業市場的價值。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

- Hull was awarded **silver for teaching excellence** in the UK;



- Marketing is ranked as the 27<sup>th</sup> in the UK in 2020;
- Named in the **top 50** UK institutions for research power by the Times Higher Education;
- 91%** of students from Hull HK programmes are in work or further study three months after graduation;
- The programme are accredited by the Chartered Institute of Marketing (CIM);
- Both programmes are accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). Full-time students are eligible to apply for **Government Grants and low-interest Loans**;
- Continuing Education Fund (CEF)** is eligible to most of the modules;
- Face-to-face** teaching by both Hull and local lectures\*\*;  
and
- Graduates are **highly recognised by employers** and graduates reported satisfactory job offers from large organisations and government departments.



\*\*Face-to-face teaching will convert to online teaching due to COVID-19 pandemic



# 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



The **Bachelor of Arts (Hons) Marketing** programme provides you a clear understanding about the marketing knowledge and core skills to equip you in composing marketing communications strategies, analysing consumer behaviour, designing marketing strategies, developing effective digital marketing and social media campaigns such as SEO/SEM, formulating marketing plan, global market management, and design market research, etc. You will be prepared to work in competitive business environment in advertising agencies, digital marketing and social media firms, brand management for consumer products or services companies, travel agencies, hotels marketing, retail marketing or event organisers, etc.

The **Bachelor of Arts (Hons) Marketing and Management** programme aims to prepare you with a solid foundation of knowledge and skills in a unique combination of marketing and management – 2 major subject areas which enable you to acquire up-to-date management practice and experience, compose effective marketing communication strategies, analysing consumer behaviour, designing marketing strategies, developing effective digital marketing and social media campaigns such as SEO/SEM, formulating marketing plan, etc. It equips students for the career in both marketing and management such as advertising agencies, product or brand management, marketing for finance or banking industry, hotel marketing, retail marketing or event management, etc.

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.

**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數碼及社交媒體營銷、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數碼及社交媒體營銷、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

In the UK, the entire **Bachelor of Arts (Hons) Marketing/ Bachelor of Arts (Hons) Marketing and Management** programme comprises 18 modules or 360 credits.

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	Module Title
Year 2	Term 1 (Sep - Dec)	Consumer and Business Buyer Behaviour Integrated Marketing Communications and Branding Social and Not-for-Profit Marketing
Year 3	Term 2 (Jan - Apr)	Digital Marketing and Social Media Strategic Marketing Planning and Auditing Research Methods
Year 3	Term 3 (May - Aug)	Services Marketing International Marketing Research Project

## Bachelor of Arts (Hons) Marketing and Management

Year	Term	Module Title
Year 2	Term 1 (Sep - Dec)	Consumer and Business Buyer Behaviour Integrated Marketing Communication and Branding Organisational Management
Year 3	Term 2 (Jan - Apr)	Digital Marketing and Social Media Strategic Marketing Planning and Auditing Research Methods
Year 3	Term 3 (May - Aug)	Leadership and Change Management International Marketing Research Project

Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund.

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, or an Advanced Diploma in Marketing, 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 its equivalent;

**or**

2. a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related 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.

## Awards

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

Face-to-face teaching 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

### Bachelor of Arts (Hons) Marketing

Module	Credit	Coursework	Exam
Consumer and Business Buyer Behaviour	20	Yes	2-hour
Integrated Marketing Communications and Branding	20	Yes	No
Digital Marketing and Social Media	20	Yes	No
International Marketing	20	Yes	2-hour
Strategic Marketing Planning and Auditing	20	Yes	2-hour
Services Marketing	20	Yes	No
Social and Not-for-Profit Marketing	20	Yes	No
Research Methods	20	Yes	No
Research Project	20	Yes	No

### Bachelor of Arts (Hons) Marketing and Management

Module	Credit	Coursework	Exam
Consumer and Business Buyer Behaviour	20	Yes	2-hour
Integrated Marketing Communications and Branding	20	Yes	No
Digital Marketing and Social Media	20	Yes	No
International Marketing	20	Yes	2-hour
Strategic Marketing Planning and Auditing	20	Yes	2-hour
Leadership and Change Management	20	Yes	No
Organisational Management	20	Yes	No
Research Methods	20	Yes	No
Research Project	20	Yes	No

## 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 graduate of the programme will be eligible to apply for the Affiliate Professional / Associate (ACIM) of The Chartered Institute of Marketing (CIM).

## Career Opportunities

In the highly competitive business environment in HK, more employers demand graduates with broad business knowledge and related specialism, such as marketing and management as well as digital marketing and social media. The two Bachelor Degree programmes of Hull provide students with a strong foundation of extensive scope of business disciplines which uplift the employability of the graduates who intend to establish their career in digital marketing, social media, mobile marketing, brand management, marketing research, advertising or public relations, retail management and a whole host of careers in commercial and public sectors.

## 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 2021/22 intake is HK\$12,500 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 for the next academic year.

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

## Continuing Education Fund

Some modules of these programmes have been included in the list of reimbursable courses under the Continuing Education Fund.

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>. Please find the updated information on website.



## 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 2020/21 academic year were announced in October 2020. In the 2020/21 academic year, there was one scholarship for **BA (Hons) Marketing and Management programme / BA (Hons) Marketing programme** respectively. The amount of each scholarship was HK\$12,500.



## Bachelor of Arts (Hons) Marketing



**WONG Oi Yee, Natalie**

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

“ 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**

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

“ 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**

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

“ 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



**CHOW Ho Yan, Angie**

- Marketing Specialist, P&G
- Bachelor of Arts (Hons) Marketing and Management
- Advanced Diploma of Business Management, Royal Brisbane International College

“ 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.”



**CHAN Chi Ching, Crystal**

- Msc in Marketing and Management, The Hong Kong Polytechnic University
- Marketing Assistant, Trading Company
- Bachelor of Arts (Hons) Marketing and Management
- BSc Business and Management, University of London

“ The programme not only increased my knowledge in marketing and management, but also enhanced my skills in collaborating with others for success in various projects. The practical assignments and research project allowed us to apply theoretical theories to real life situations. Also, I found Hull and HKU SPACE lecturers very helpful and committed. They provided us with great support and valuable learning experience. The programme broadened my horizon and inspired me to pursue a master degree in Marketing and Management.”




**LEUNG Yiu Wing, Elton**

- Assistant Executive (Market Research), Quantum Market Intelligence Limited
- Bachelor of Arts Marketing and Management
- Higher Diploma in Business (Marketing and Media), HKU SPACE Community College


“ The programme has comprehensively fostered my growth with its 2P3E features. The 2Ps are Professional management knowledge and Practical market research skills; and 3Es are Enormous learning resources, Excellent learning environment and Experienced and enthusiastic lecturers. These attributes have strengthened my confidence and ability to succeed in my career. I am proud of being a graduate of the University of Hull and strongly believe that you should be part of us.”



## Apply NOW

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

### Programme Enquiries

 2910 7619

 [jane.ko@hkuspace.hku.hk](mailto:jane.ko@hkuspace.hku.hk) (Ms. Jane Ko)

### General Enquiries

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

## Programme Overview

Awarding University	University of Hull
Year of Establishment	1927
<b>Duration</b>	<b>12 months (Full-time)</b>
<b>Tuition Fee (2021/22 Intake)</b>	<b>HK\$12,500 per module, 9 modules in total</b>
Medium of Instruction	English
Commencement Date	September 2021



Information in this leaflet is subject to change by HKU SPACE IC and the 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.

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