CITY UNIVERSITY OF HONG KONG
BBA MARKETING
工商管理學士 (市場營銷)
Established in 1984, the City University of Hong Kong (CityU) has made dramatic and progressive advances over the past two decades. It has grown from a polytechnic institution to a globally-recognised university for education and research that offers over 50 programs to more than 20,000 enrolled students.

Under the motto of Officium et Civitas, CityU will always strive to be a leading global university through identifying and nurturing the talents of our students and supporting social and economic advancement.

Growing Global Reputation of CityU
CityU is now recognized as being 49th in the world's ranking in the QS World University Rankings.

College of Business
The College of Business at CityU was established in 1990 and is now one of the premier business schools in the world. It provides state-of-the-art learning, teaching and research facilities for students from all levels from bachelor degree to postgraduate research. The college aims to be a globally-oriented business school at the forefront of business ideas and knowledge: a key business education hub - in China for the world.

The College of Business aims to sustain its outstanding level of performance and competitiveness through offering high quality programs, and delivering innovative research that has a positive impact on business and society.

Rankings
The UTD Top 100 Business School Research Rankings™ (2012-2016)

City University of Hong Kong QS World University Rankings 2015-2017

The Department of Marketing aspires to be internationally recognized as a leading academic force in the training of future managers in the Asia-Pacific region in the new millennium. To this end we are:

• focused on the whole person development of our students. We aim to develop mature and well-rounded marketing professionals with broad exposure to other disciplines and with a strong sense of social responsibility.

• student and learning centered;
• focused on achieving professional excellence. We emphasize both the breadth (e.g. regional and global marketing knowledge, language proficiency, communications skills, interactive digital media knowledge, and creative thinking) and the depth (e.g. problem-solving capability, analytical skills and effective decision-making tools) of learning in our programs, and

• focused on the whole person development of our students. We aim to develop mature and well-rounded marketing professionals with broad exposure to other disciplines and with a strong sense of social responsibility.

• Collegial
  Everyone is respected.

• Quality
  In all of our undertakings.

• Open
  Free to express ourselves.

• Cooperative
  Willing to assist and to work together.

• Focused
  On our mission and responsibilities as well as on our core values.

• Accountable
  To our students, to the University, and to society.
Welcome to the Department of Marketing!

In the Department of Marketing we believe that our students can create their own success stories through living an adventure of intellectual discovery and societal contribution. We are proud to say that CityU's Marketing Department is one of the premier providers of marketing professionals in Hong Kong. Graduates of our four-year program are well recognized as professional and well-rounded marketers with a deep understanding and thorough knowledge of global marketing trends and the rapidly-changing business environment. The fine achievements of our students and alumni reinforce our commitment to achieving excellence and providing a high quality of education.

We now live in a digital age and the way we've been doing marketing is rapidly changing because of the sophisticated advances in technology. The explosion in the number of media channels, from social networks to apps, requires marketers to effectively apply a broad range of skills and capabilities to meet new challenges. Our BBA Marketing curriculum centers on the ideology of ‘i-Practical’ and puts a strong emphasis on practical training. Students master state-of-the-art marketing skills to apply in the Internet age and to create innovative marketing solutions through our interactive teaching and student learning approaches.

We have a strong team of dedicated faculty members and an excellent team of capable and diligent researchers. Our faculty members have been extensively involved in the professional field as editorial board members and guest editors. The focus is on performing rigorous research to address important marketing/business issues. And we warmly welcome undergraduate students to join us in our research projects.

I invite you to learn more about our BBA Marketing program through this brochure. We sincerely look forward to your visit!

Professor Julie Juan Li
Head, the Department of Marketing
CREATE YOUR OWN SUCCESS STORIES
Marketing is a challenging but rewarding career. Marketing professionals are those who know how to connect with both existing and potential customers. They are in the frontline to ensure the strong financial returns and success of their employers. Majoring in marketing prepares you to be creative, to have the ability to communicate, and to make excellent presentations.

When well-grounded in marketing research, consumer behavior, marketing strategy and digital marketing principles, students have a broad choice of areas on which to concentrate. These include: retailing, services, advertising, and global marketing. Students also gain the state-of-the-art knowledge and skills to understand and respond to customer life experiences in this digital age.

The BBA marketing program provides opportunities for students to address real business issues by working collaboratively with global and local companies and peers. Students are often able to combine classroom learning with on-site internships by working in top companies.

CityU Marketing is your best choice to set you apart from other marketing graduates in the industry.

Our students
Our students are presentable, passionate to succeed, pro-active, responsive to change, and able to work under tight deadlines. They are able to simultaneously deal with multiple tasks. Most of them go overseas as exchange students for at least one semester during their period of study, and are exposed to different learning environments on another side of the world. They know how to communicate with people from various cultures and backgrounds, and are able to work with people with different views and life experiences.

Students will be heavily engaged in case studies, team projects and presentations. All of these activities help equip students with superior analytical and problem solving skills.
CityU BBA Marketing stands out from other BBA and marketing programs by providing a pioneering approach that consists of: 1) an interactive learning environment, 2) an internet-related learning context for the effective implementation of strategies, and 3) international exposure to every marketing student.

**Interactive**
With its discovery-enriched curriculum design, students in CityU Marketing interact and connect with world-class professors, top business leaders, experienced alumni, and executives from partner companies, and with other students of various nationalities and cultural backgrounds. Students sharpen their communication and teamwork skills and are well prepared for their future careers in interactive marketing.
Internet
It is now an online world. CityU Marketing offers three digital marketing courses: e-marketing, social media marketing and customer relationship management (CRM). In addition to these courses, we embed Internet marketing topics with most of our courses to cover the theories and practices of marketing in the digital age. Adding to the classroom experience, we arrange meetings with the senior management of websites, apps, O2O retailers, and online advertising agencies as well as with experienced practitioners of digital marketing strategies to meet with the students on various occasions.

International
As a student educated in “Asia’s World City”, you must be equipped with the skills to stand out in the global marketplace. Learning that is limited to Hong Kong cannot satisfy today’s marketing needs and you must have global exposure to diverse experiences. Most of our marketing major students spend at least one semester in studying overseas, joining various study tours, and working in teams with other students coming from different parts of the world. They may also join the Disney Cultural Exchange Program, or partake in Cultural and Language Immersion in a native English-speaking country, or perform summertime volunteer work in Southeast Asian countries to augment their global exposure. Most of our students have international experience when they graduate.
Internship Program

Our students gain rich work experience through internship programs. Students join internship programs including the Disney Cultural Exchange and the Business Practice Internships organized by the College of Business, and enjoy numerous opportunities offered to them in prominent advertising firms, and in the marketing departments of global brands. Our students benefited from 79 local and 18 overseas internships/placements in 2016/17.
Company Visits and Study Tours

The department organizes company visits and study tours for students each year.
Exchange Program

More than 100 Marketing students went on exchange in 2016/17 and most of our students have international experience when they graduate. The students who have been offered this opportunity greatly appreciate it and all of them feel that it was one of the most meaningful and unforgettable experience in their lives.
To provide students with a more concrete and in-depth understanding of the marketing field, our Department has regularly invited marketing professionals and successful business leaders from Mainland China, Hong Kong and overseas, to share their marketing views and experience in our Business Leader Forums. Below are some of the speakers who were invited to attend the forum in recent years:

**Guest Speakers**  
(Sorted alphabetically by last name)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Lily Au</td>
<td>Managing Director, General Mills Hong Kong and Taiwan</td>
</tr>
<tr>
<td>Mr. Pavan Budhrani</td>
<td>Director of Business Development, Dot Asia Organisation Limited</td>
</tr>
<tr>
<td>Ms. Ming Chan</td>
<td>General Manager, Hong Kong Airline</td>
</tr>
<tr>
<td>Mr. Philip Chan</td>
<td>Director of the Business, Imaging Solution &amp; Production Printing Group Canon Hongkong</td>
</tr>
<tr>
<td>Mr. Dennis Cheung</td>
<td>Chairman of Hong Kong Innovative Creative Media Association</td>
</tr>
<tr>
<td>Mr. Kevin Edmunds</td>
<td>Senior Manager of Sustainable Development, Hong Kong Science and Technology Parks Corporation</td>
</tr>
<tr>
<td>Mr. Pavan Budhrani</td>
<td>Director of Business Development, Dot Asia Organisation Limited</td>
</tr>
<tr>
<td>Ms. Ming Chan</td>
<td>General Manager, Hong Kong Airline</td>
</tr>
<tr>
<td>Mr. Philip Chan</td>
<td>Director of the Business, Imaging Solution &amp; Production Printing Group Canon Hongkong</td>
</tr>
<tr>
<td>Ms. Wenk Liang</td>
<td>Sales Associate, IT Channel (Asia) Limited</td>
</tr>
<tr>
<td>Mr. Alvin Lam</td>
<td>Group Business Director, PacificLink iMedia Group</td>
</tr>
<tr>
<td>Ms. Ming Wong</td>
<td>General Manager, Calvin Klein (PVH Asia Limited)</td>
</tr>
<tr>
<td>Mr. Tetsu Ho</td>
<td>Associate Account Director, New Digital Noise</td>
</tr>
<tr>
<td>Ms. Paula Yang</td>
<td>General Manager, New Digital Noise</td>
</tr>
<tr>
<td>Mr. Steve Yu</td>
<td>Ex-Division Governor, South West China, Toastmasters International</td>
</tr>
</tbody>
</table>

There is always a gap between school learning and the real-world environment. The aim of this program is to enhance the student’s understanding of the real-world environment, and to help them build strong social networks. Students who are part of this program also obtain advice for career and personal development through professional coaching and interaction with successful business executives.

**Objectives**
- To enhance students’ understanding of the real-world environment.
- To help students have a better self-understanding.
- To build up social networks for students.
- To help students develop their career interests and ultimately a successful career path.

**Mentors**
Mentors are successful professionals, or executives, from various business sectors including advertising, banking, digital media, education, finance, human resources, marketing, marketing research, and retailing.
Our Mentors included:
(Sorted alphabetically by last name)

<table>
<thead>
<tr>
<th>Mentor Name</th>
<th>Title and Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Dempster Chan</td>
<td>Chief Executive Officer, Cue Education Limited</td>
</tr>
<tr>
<td>Mr. Pan Chan</td>
<td>Senior Manager and Financial Planner, AIA</td>
</tr>
<tr>
<td>Ms Meimei Cheung</td>
<td>Business Development Executive, Wow! Marketing Co. Ltd.</td>
</tr>
<tr>
<td>Mr. Tony Cheung</td>
<td>Assistant Trade Marketing Manager, Philip Morris International</td>
</tr>
<tr>
<td>Mr. Claudio Chow</td>
<td>Sales Director, Yushi International Trade Centre</td>
</tr>
<tr>
<td>Mr. Danny Fok</td>
<td>Sales Director (Asia), STATS LLC</td>
</tr>
<tr>
<td>Mr. Kason Fok</td>
<td>Associate Director, Convoy Financial Services Ltd</td>
</tr>
<tr>
<td>Dr. Torin Fung</td>
<td>CEO, Novelin Limited</td>
</tr>
<tr>
<td>Mr. Vincent Ha</td>
<td>Co-founder &amp; Qualitative Researcher, Nimbus Insight Limited</td>
</tr>
<tr>
<td>Ms. Sara Ho</td>
<td>General Manager, Group Organizational Development &amp; Talent Acquisition, Jebsen &amp; Co. Ltd.</td>
</tr>
<tr>
<td>Ms. Edith Lam</td>
<td>Director of Retail Operations Development, VF Hong Kong Limited</td>
</tr>
<tr>
<td>Mr. Macro Lam</td>
<td>Head of Digital Creative, DDB Group Hong Kong</td>
</tr>
<tr>
<td>Mr. Melvin Ma</td>
<td>eCommerce &amp; Digital Marketing Manager, CLARINS</td>
</tr>
<tr>
<td>Mr. Rafael Ng</td>
<td>Product Manager, HK01</td>
</tr>
<tr>
<td>Mr. Stephen Ng</td>
<td>Vice President, Private Wealth Maybank</td>
</tr>
<tr>
<td>Dr. Louis Poon</td>
<td>Head of Asia Distribution, VTB Capital Investment Management Group</td>
</tr>
<tr>
<td>Mr. KK Wong</td>
<td>Director/Founder, Wow! Marketing Co.Ltd.</td>
</tr>
<tr>
<td>Mr. Wilson Wong</td>
<td>Head of Marketing, ESDlife</td>
</tr>
<tr>
<td>Ms. Paula Yang</td>
<td>General Manager, NDN Group (HK) Limited</td>
</tr>
<tr>
<td>Ms. Poling Yim</td>
<td>Marketing Manager, Lombard Odier (Hong Kong)</td>
</tr>
</tbody>
</table>

Quotes of Mentees

**Kristy Chung**, Yr. 4 BBA (Marketing) student
“it is no wonder a fruitful opportunity for me to be engaged in this program. By interacting with myriads of industry experts, I was given much guidance and motivation to further pursue my career aspiration.”

**CHUNG Wing Huen**, Yr. 4 BBA (Marketing) student
“Heartfelt thanks for Department of Marketing in giving us a valuable chance to participate in the Executive Mentorship Program. Our mentor provided us with customized advice and a lot of insights.”

**Li Ho Yuen**, Yr. 4 BBA (Marketing) student
“It was such exciting news when I heard this mentoring program. It was definitely an invaluable experience for me to equip myself on the industry-related knowledge from sharing of our mentors.”

**LUK Chiu Nam**, Yr. 4 BBA (Marketing) student
“I am now feeling more confident and secure in developing my own career, as the mentor was passionate in sharing his working and life experience on maximizing opportunities and dealing with challenges.”

Features

- Guidance from a mentor to a mentee on personal and career development.
- A partnership for mutual sharing and learning between a mentor and mentee.
- The development of mutual respect as well as mutual learning.
We emphasize learning from current issues in Marketing and provide ample learning opportunities for students to gain professional competence. We pride ourselves on the collaboration with industries and constantly bringing in vast regional and international corporations as our partners in the Company Consultancy Projects. Our students work as the professional company consultants and their tasks involve understanding consumer buying behavior, analyzing key competitors and formulating creative and cost-effective marketing strategies so as to explore new business opportunities.

Mr. Andy Tang  
Head of Sales & Marketing  
Wilson Communications Limited

“It is our pleasure again to work with CityU students who are creative and professional. They are all having great marketing vision which can be reflected by their research studies. We look forward to working with them again.”

中島康人先生  
香港大塚製藥有限公司 董事總經理

「我非常欣賞城市大學市場營銷學系構思這個企業顧問報告計劃，為業界培育更多具實戰經驗的市場新血。感謝同學們這三個月來為是次項目策劃所付出的努力，同學們要謹記結果並不重要，最重要是汲取過程中所累積的經驗，加強自己的分析力、觀察力、提升個人的市場觸角，日後學而致用，成為全方位的市場營銷精英。」
Views from Alumni

Mr. Kunal Parwani
Associate Director, Regional Implementation Lead, Global Banking & Markets Division in India, HSBC

“The Marketing program has equipped me with more than the necessary skill-sets and knowledge to embark on an illustrious career. The plethora of opportunities, in both academic and co-curricular respects, coupled with unfailing support and guidance from the Department’s renowned academics, has built a platform on which ambitious students can excel and realize their dreams.”

Mr. Vincent Ha
Co-founder
Nimbus Insight Limited

“I really enjoyed the courses in CityU Marketing and the lecturers were very good at both equipping us with the necessary knowledge in business and marketing and helping us to plan our careers. The most impressive thing about this program is that all students have the chance to practice marketing skills in the real business world during the final year projects. It was a valuable experience, during which we worked with senior executives from multinational corporations. I am proud to be an alumnus of CityU Marketing.”

Ms. Sherry Cheung
Managing Director Ad Hoc Marketing Communication Limited

“Let me take this opportunity to thank everyone in Department of Marketing. In the program, professors and lecturers inspired me much on entrepreneurship, creativity and business ethics. Equipped with all those, apart from my first business, marketing agency for 13 years, I started my second business in sustainable education, kids soccer training and now as the Principal of the school.”
Plan Your Future

Career Development Camp
Building a Better Future

Department of Marketing
Career Prospects

Marketing careers are not only exciting and rewarding but also they can lead to top management positions. Marketing is the best field for people who like working in teams and formulating strategies for company growth.

Business Career Services
The Business Career Service is committed to helping you enhance your employability by guiding you through all stages of the career development process, and providing you with personalized career consultation with a coordinated team of advisors, career development workshops and career fairs, recruitment events, and up-to-date career-related information as well as unique opportunities to build a sustainable network with industry communities. We aim to achieve these goals through providing:

- Personalized Service
- Update-to-date Information
- A sustainable Network
- Coordinated Advisors

The average number of full-time job offers they received is 2.4.

38.5% of them work in the organizations with more than 1000 employees.


Source: Graduate Employment Survey 2016 by Student Development Services
Program Structure

Through the 4-year curriculum, our program provides students with both core and elective marketing courses to help them acquire a fully-integrated set of marketing skills. The program provides academic learning opportunities in the following areas:

<table>
<thead>
<tr>
<th>Component(s)</th>
<th>Course(s)</th>
<th>No. of Course(s)</th>
<th>No. of Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway Education</td>
<td>Electives</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>English</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>College of Business</td>
<td>College Core and Elective</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Specialization</td>
<td>College Required Courses</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Major</td>
<td>12</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Minor/Electives</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Other</td>
<td>Free Elective</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Mini. Total:</td>
<td>40 Courses</td>
<td></td>
<td>120</td>
</tr>
<tr>
<td>Max. Allowable:</td>
<td>48 courses</td>
<td></td>
<td>144</td>
</tr>
</tbody>
</table>

• Core Courses of BBA Marketing
  - Consumer Behaviour
  - e-Marketing
  - China Business Workshop
  - Marketing Research
  - Strategic Marketing
  - Advanced Marketing Seminar

• Electives offered by BBA Marketing
  - Creativity in Marketing
  - Marketing Internship
  - Marketing in China
  - International Marketing
  - Customer Relationship Management
  - Services Marketing
  - Selling and Sales Management
  - Retail Management
  - Advertising Management and Integrated Marketing Communications
  - Marketing Financial Services
  - Social Media Marketing
  - Cultural Advertising
  - Fundamentals of Public Relations
  - China Business Communication
  - Managing the Chinese Organization
  - Chinese Business Decision Making
  - Partnership and Channel Management in China

We want you to...

Learn  Understand  Apply
Entrance Requirements

Minimum Entrance Criteria for BBA Marketing

JUPAS (HKDSE) (Program code: JS1007)

<table>
<thead>
<tr>
<th>English Language</th>
<th>Chinese Language</th>
<th>Maths</th>
<th>Liberal Studies</th>
<th>Elective Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 3</td>
<td>Level 3</td>
<td>Level 3</td>
<td>Level 2</td>
<td>Level 3</td>
</tr>
</tbody>
</table>

Non-JUPAS

E System (GCE A-level and GCSE)
- Grade E or above in three GCE A-level (or A2) / International A-level subjects. Two AS subjects are considered to be equivalent to one AL subject. The same subject may not be counted at both the A Level and AS Level; AND
- Grade C or above in GCSE English/English Language or English Literature, or a TOEFL score of 550 (paper-based test) or 79 (Internet-based test), or an IELTS overall band score of 6.5.

Post-Secondary Study
- An accredited Associate Degree/Higher Diploma or equivalent qualification (final year or graduates).
- A Higher Diploma from the Hong Kong Institute of Vocational Education
- Completion of one year of Associate Degree/Higher Diploma (non-final year, with CGPA ≥3.0 or equivalent overall mark).
- Bachelor’s degree study of one year or more/Postgraduate study.

International Baccalaureate (IB)
- Award of an International Baccalaureate (IB) Diploma for admission to first-year studies. For Advanced Standing I admission, a minimum diploma point score of 30 (out of 45) is required.

Non-local Qualifications
- Most school-leaving qualifications acceptable for university entry are recognised. Applicants whose entrance qualification is obtained in a language other than English will need a satisfactory score in TOEFL [550 (paper-based test) or 79 (Internet-based test)], an IELTS (overall band score of 6.5), or other acceptable English qualifications.
Scholarships

The following are some highlights of Admissions Awards, Exchange Scholarships and Scholarships from industry:

CityU Scholarships for Hong Kong Talents
- Max. HK$265,000
- Criteria: DSE: 1 subject or above with 5**, and level 4 or above in either English or Chinese
  GCEAL: 3A or above, IB score 35 or above (incl. bonus point)

The Hong Kong Jockey Club Scholarships – Undergraduate Scholarship
- Max. HK$107,500
- Criteria: intellectual students with outstanding leadership, good character, and commitment to service

Fang Brothers Whole Person Development Scholarships
- HK$100,000
- Criteria: students with special talents, and contribution to community, and demonstrate in areas of Whole Person Development

Department of Marketing Scholarships and Awards
- The Department of Marketing Active Learner Award
- Adler Jewellery Marketing Plan Award
- Mr Arthur Chan Outstanding Student Scholarships
- Dr John Chan Bursary Scheme
- Dr H L Chan Memorial Prize in Chinese Management
- Mr Francis Ip Outstanding Student Scholarships
- Dr Jacky Cheung Outstanding Student Scholarships
- The Department of Marketing Outstanding Academic Performance Awards
- The Department of Marketing Outstanding Student Scholarships
This is your personal invitation to join our program, to relish a fruitful student life, to learn through real-life experience, and to create your own success stories!

Fees and Charges

1. Tuition Fees
   - Local Students: HK$42,100 per annum
   - Non-local students: HK$120,000 per annum

2. Hall Fees - UGC Halls (per person)

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Room</td>
<td>HK$6,000/semester</td>
</tr>
<tr>
<td>Single Room</td>
<td>HK$12,000/semester</td>
</tr>
<tr>
<td>3-person Room</td>
<td>HK$8,050/semester</td>
</tr>
</tbody>
</table>

2. Other Fees and Charges*

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation Fee (payable upon enrolment)</td>
<td>$400</td>
</tr>
<tr>
<td>Students’ Union (SU) Membership Fees</td>
<td>SU Membership Entrance Fee: $70 SU Membership Annual Fee: $130</td>
</tr>
<tr>
<td>Replacement of Student ID Card</td>
<td>$100</td>
</tr>
</tbody>
</table>

* There might also be other fees and charges. Please refer to Finance Office of CityU for details.

Medium of Instruction

Medium of instruction of most of courses is English. In some cases, a portion of a course may be taught in Putonghua or Cantonese.

Duration

- Normal Period of Study: 4 years
- Maximum Period of Study: 8 years
Create Your Own Success Stories!

Department Website:  www.cb.cityu.edu.hk/mkt/
Programme Website:  www.cb.cityu.hk/js1007

General Inquiry
Tel: +852 3442 9656
Fax: +852 3442 0346
Email: mktdept@cityu.edu.hk

Program Inquiry
Programme Leader: Dr. Vincent FOK
Tel: +852 3442 7973
Email: mktfokv@cityu.edu.hk