BBA MARKETING

i-Marketing+

Analytics

Design Thinking
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Established as a university in 1994, City University of Hong Kong (CityU) has made dramatic and progressive advances over the past two decades. It is now a globally recognised university that offers over 50 programmes 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 recognised as being 49th in the world according to the QS World University Rankings.

<table>
<thead>
<tr>
<th>Year</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>#49</td>
</tr>
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<td>2017</td>
<td>#55</td>
</tr>
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<td>2016</td>
<td>#57</td>
</tr>
</tbody>
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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 of all levels, from Bachelor degree seekers to postgraduate researchers. The college aims to be a globally oriented business school, at the forefront of business ideas and knowledge – a key business education hub for China and for the world.

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

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**Rankings**

  - Worldwide: 32nd
  - Asia: 2nd

  - Worldwide: 58th
  - Asia: 5th
The Department of Marketing aspires to be internationally recognised as a leading academic force in the training of future managers in the Asia-Pacific region for the new millennium. To this end we are

- student and learning centred, and
- focused on achieving professional excellence. We emphasise 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 programmes.

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

Common Bond

- **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!

At 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 the Department is one of the premier providers of marketing professionals in Hong Kong. Graduates of our four-year programme are well recognised as highly professional, well-rounded marketers with a deep understanding and a thorough knowledge of global marketing trends in 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 do marketing is rapidly changing due to 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 (e.g. creative design thinking) to meet new challenges. Our BBA Marketing curriculum centres on the ideology of ‘i-Marketing+’ and it puts a strong emphasis on marketing analytics. Students master state-of-the-art marketing skills to apply in the Internet age. They learn to create innovative marketing solutions through our interactive approaches to teaching and student learning.

We have a strong team of dedicated faculty members and an excellent team of capable, 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 us, and sincerely look forward to your visit!
CREATE YOUR OWN SUCCESS STORIES
Marketing is a challenging but rewarding career. Marketing professionals are people who know how to connect with both existing and potential customers. They are in the frontline to ensure strong financial returns and success for their employers. Majoring in marketing prepares you to be creative, to have the ability to communicate, and to make excellent presentations.

Students seeking to become well-grounded in marketing research, consumer behaviour, marketing strategy, and digital marketing, can choose a concentration in Marketing Communication, Innovation and Design Thinking, or Marketing Analytics. They can also gain the state-of-the-art knowledge and skills to understand and respond to customer experience in the digital age.

The BBA Marketing programme provides opportunities for students to address real business issues by working collaboratively with global and local companies and with their 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 for success, pro-active, responsive to change, and able to work under tight deadlines. They can 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 in other parts of the world. They know how to communicate with people from various cultures and backgrounds, and they can work with people with different views and life experiences.

Our students are heavily engaged in case studies, team projects, and presentations. All of these activities help to equip them with superior analytical and problem-solving skills.
CityU BBA Marketing stands out from other BBA and Marketing programmes by providing a pioneering approach that consists of 1) Practical and digital marketing-oriented education, 2) Design Thinking and Innovation components, and 3) Analytics applications.

**Experience Unique Marketing Education with “i-Marketing +”**

- Design Thinking
- Analytics

**Practical and Digital Marketing-oriented**

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. They are strong in teamwork, presentation, problem solving, and communication with people of different backgrounds and cultures. As key technologies and trends will drive changes in the marketing industry, our various digital marketing courses are set to prepare students for facing the challenges of the digital marketing environment.
Design Thinking and Innovation
Design Thinking involves creative strategies to resolve issues. This is a powerful process for developing innovative solutions to problems. Our pioneering curriculum is the first in Hong Kong to integrate knowledge of marketing with design thinking, and to prepare our graduates for leading the teams that design or re-design brands, or that reinvent the offline/online user experience for customers.

Analytics Applications
Marketing Analytics are powerful tools to maximise the effectiveness of marketing efforts and optimise their returns. With analytics, resources are used more efficiently, and wastage is minimised. This new curriculum equips our students to comprehend the output of various analytics tools, and then to use the insights generated from these tools in formulating the best marketing strategies.
Internship Programme

Our students gain rich work experience through internships. They join programmes such as the Disney Cultural Exchange or the Business Practice Internships organised 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 organises company visits and study tours for students each year.
Exchange Programme

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 experiences of their lives.

74 host institutions

22 countries
To provide students with a more concrete and in-depth understanding of the marketing field, the Department has regularly invited marketing professionals and successful business leaders from Mainland China, Hong Kong, and overseas to share their marketing views and experiences in our Business Leader Forums. Below are listed some of the speakers who have attended the forum in recent years:

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

- **Ms. Lily Au**
  Managing Director, General Mills Hong Kong and Taiwan
- **Mr. Pavan Budhrani**
  Director of Business Development, Dot Asia Organisation Limited
- **Ms. Ming Chan**
  General Manager, Hong Kong Airlines
- **Mr. Philip Chan**
  Director of the Business, Imaging Solution & Production Printing GroupCanon Hongkong
- **Mr. Dennis Cheung**
  Chairman of Hong Kong Innovative Creative Media Association
- **Mr. Kevin Edmunds**
  Senior Manager of Sustainable Development, Hong Kong Science and Technology Parks Corporation
- **Mr. Bosco Fung**
  Account Manager, IT Channel (Asia) Limited
- **Ms. Wenk Liang**
  Sales Associate, IT Channel (Asia) Limited
- **Dr Stella Kwan**
  Managing Director, Ngong Ping 360 Limited
- **Mr. Alvin Lam**
  Group Business Director, PacificLink iMedia Group
- **Ms. Ming Wong**
  General Manager, Calvin Klein (PVH Asia Limited)
- **Ms. Paula Yang**
  General Manager, New Digital Noise
- **Mr. Tetsu Ho**
  Associate Account Director, New Digital Noise
- **Mr. Steve Yu**
  Ex-Division Governor, South West China, Toastmasters International

There is always a gap between school learning and the real-world environment. The aim of this programme 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 programme 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 gain a better self-understanding
- To build up social networks for students
- To help students develop their career interests and ultimately find successful career paths

**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)

Mr. Dempster Chan
Chief Executive Officer, Cue Education Limited

Mr. Pan Chan
Senior Manager and Financial Planner, AIA

Ms Meimei Cheung
Business Development Executive, Wow! Marketing Co. Ltd.

Mr. Tony Cheung
Assistant Trade Marketing Manager, Philip Morris International

Mr. Claudio Chow
Sales Director, Yushi International Trade Centre

Mr. Danny Fok
Sales Director (Asia), STATS LLC

Mr. Kason Fok
Associate Director, Convoy Financial Services Ltd

Dr. Torin Fung
CEO, Novelin Limited

Mr. Vincent Ha
Co-founder & Qualitative Researcher, Nimbus Insight Limited

Ms. Sara Ho
General Manager, Group Organizational Development & Talent Acquisition, Jebsen & Co. Ltd.

Ms. Edith Lam
Director of Retail Operations Development, VF Hong Kong Limited

Mr. Macro Lam
Head of Digital Creative, DDB Group Hong Kong

Mr. Melvin Ma
eCommerce & Digital Marketing Manager, CLARINS

Mr. Rafael Ng
Product Manager, HK01

Mr. Stephen Ng
Vice President, Private Wealth Maybank

Dr. Louis Poon
Head of Asia Distribution, VTB Capital Investment Management Group

Mr. KK Wong
Director/Founder, Wow! Marketing Co.Ltd.

Mr. Wilson Wong
Head of Marketing, ESDlife

Ms. Paula Yang
General Manager, NDN Group (HK) Limited

Ms. Poling Yim
Marketing Manager, Lombard Odier (Hong Kong)

Quotes of Mentees

Kristy Chung, Yr. 4 BBA (Marketing) student
“It is no doubt a fruitful opportunity for me to be engaged in this programme. 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 to the Department of Marketing for giving us a valuable chance to participate in the Executive Mentorship Programme. Our mentor provided us with customised advice and a lot of insights.”

Li Ho Yuen, Yr. 4 BBA (Marketing) student
“It was such exciting news when I heard of this mentoring program. It was definitely an invaluable experience for me to equip myself with industry-related knowledge from sharing by 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 work and life experience on maximising 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 emphasise learning from current issues in marketing, and we provide ample learning opportunities for students to gain professional competence. We pride ourselves on our collaboration with industries, and we constantly bring in major regional and international corporations as our partners in Company Consultancy Projects. Our students work as professional company consultants, and their tasks involve understanding consumer buying behaviour, analysing key competitors, and formulating creative and cost-effective marketing strategies for exploring 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 all have great marketing visions, which are reflected in their research studies. We look forward to working with them again.”

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

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。」

[中島康人先生 中文]
Views from Alumni

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

“The Marketing programme 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, build a platform on which ambitious students can excel and realise their dreams.”

**Mr. Vincent Ha**  
Co-founder  
Nimbus Insight Limited

“I really enjoyed the courses at CityU Marketing. The lecturers were very good, equipping us with the necessary knowledge in business and marketing, and helping us to plan our careers. The most impressive thing was that all students had the chance to practice marketing skills in the real business world during their 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 the Department of Marketing. The professors and lecturers greatly inspired me with regard to entrepreneurship, creativity, and business ethics. Equipped with all these skills, I built my first business, a marketing agency, for 13 years. I started my second business in sustainable education and kids soccer training, and now I am serving as the Principal of the school.”
PLAN YOUR FUTURE
Marketing careers are not only exciting and rewarding, but they can also 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 by providing you with personalised career consultation with a coordinated team of advisors, plus career development workshops and career fairs, recruitment events, and up-to-date career-related information. We offer students unique opportunities to build sustainable networks with industry communities. We aim to achieve these goals through providing

- Personalised service
- Up-to-date information
- Sustainable networks
- Coordinated advisors

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

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

Source: Graduate Employment Survey 2016 by Student Development Services

Programme Structure

Throughout the 4-year curriculum, our programme provides students with both core and elective marketing courses to help them acquire a fully integrated set of marketing skills. The programme 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>
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<td>Gateway Education</td>
<td>Electives</td>
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<td>Chinese</td>
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<td>College of Business</td>
<td>College required Courses</td>
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<td>42</td>
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<td></td>
<td>and Electives</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Major</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Free Electives/Minor</td>
<td>6</td>
<td>18</td>
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<tr>
<td>Mini. Total:</td>
<td>40 Courses</td>
<td>120</td>
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<tr>
<td>Max. Allowable:</td>
<td>48 courses</td>
<td>144</td>
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- Core Courses of BBA Marketing
  - Consumer Behavior
  - e-Marketing
  - Marketing Research
  - Strategic Marketing
  - Advanced Marketing Seminar I

- Electives offered by BBA Marketing
  - Marketing Communication
    - Selling and Sales Management
    - Advertising Management and Integrated Marketing Communications
    - Fundamentals of Public Relations
    - Event Marketing
  - Innovation and Design
    - Creativity and Design Thinking in Marketing
    - Designing Brands and Customer Experience
    - Innovation and Product Development
  - Marketing Analytics
    - Marketing Intelligence and Applications of Analytics
    - Data-centric Marketing
    - Social Media Marketing
    - Customer Relationship Management
  - Other Electives
    - China Business Workshop
    - Marketing Internship/ Business Practice Internship
    - Marketing in China
    - International Marketing
    - Services Marketing
    - Retail Management
    - Cultural Advertising
    - Marketing Diagnostic Residential Trip
    - Advanced Marketing Seminar II

We want you to…

Learn

Understand

Apply
Entrance Requirements

Minimum Entrance Criteria for BBA Marketing

JUPAS (HKDSE) (Programme code: JS1007)

<table>
<thead>
<tr>
<th>English Language</th>
<th>Chinese Language</th>
<th>Maths</th>
<th>Liberal Studies</th>
<th>2 Elective Subjects</th>
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</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 the Admissions Awards, Exchange Scholarships and Scholarships from industry:

CityU Scholarships for Hong Kong Talents
- Max. HK$265,000
- Criteria: DSE: 2 subjects or above with 5**, and level 4 or above in either English or Chinese
  GCEAL: 3A or above, IB score 36 or above (incl. bonus point)

The Hong Kong Jockey Club Scholarships for Hong Kong Students
- Max. HK$107,500
- Criteria: intellectual students who show outstanding leadership, good character, and commitment to service

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

Department of Marketing Scholarships and Awards
- The Department of Marketing Active Learner Award
- The Department of Marketing Outstanding Academic Performance Awards
- The Department of Marketing Outstanding Student Scholarships
- Memorigin Tourbillon Outstanding Marketing Plan Award of the Year
This is your personal invitation to join our programme, 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)

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<th>Charge</th>
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<td>Double Room</td>
<td>HK$ 6,100/semester</td>
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<tr>
<td>Single Room</td>
<td>HK$ 12,200/semester</td>
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<tr>
<td>3-person Room</td>
<td>HK$ 8,200/semester</td>
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2. Other Fees and Charges*

<table>
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<tr>
<th>Fee Type</th>
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<tr>
<td>Graduation Fee</td>
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<tr>
<td>(payable upon enrolment)</td>
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<tr>
<td>Students’ Union (SU) Fees</td>
<td>SU Membership Entrance Fee: $70</td>
</tr>
<tr>
<td></td>
<td>SU Membership Annual Fee: $130</td>
</tr>
<tr>
<td>Replacement of Student ID Card</td>
<td>$100</td>
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* There might be other fees and charges. Please contact the Finance Office of CityU for details.

Medium of Instruction

The medium of instruction for most 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:

Programme Website:

@cityumarketing

@cityu_marketing

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

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