



Department of Marketing

香港城市大學
City University of Hong Kong

BBA MARKETING

(Streams: Global Marketing/Marketing Analytics)

i-Marketing+



AACSB
ACCREDITED



Global Marketing

Marketing Analytics



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CITY UNIVERSITY OF HONG KONG

City University of Hong Kong

Established as a university in 1994, City University of Hong Kong (CityUHK) 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, CityUHK 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 CityUHK

- 1st [THE]Most International Universities in the World 2024
- 62nd [QS]World University Rankings 2025
- 4th [THE]Young Univesity Rankings 2024
- 10th [QS]Asia University Rankings 2025
- 15th [THE]Asia University Rankings 2024
- 78th [THE]World University Rankings 2025

College of Business

The College of Business at CityUHK 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.



Rankings



39th Worldwide

5th in Asia

The UTD Top 100 Business School Research Rankings™ (2019–2023)



79th Worldwide

18th in Asia

Best Global Universities rankings by US News & World Report (2024-2025)

Department of Marketing

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.

Head's Message

Marketing is key to the success of any business or organization. Successful marketing empowers a firm to understand the need of customers, design the right product and service, communicate effectively with the customers and convince them to make the purchase. CityUHK Marketing is proud of being the premier provider of marketing education in Hong Kong and the region. Thousands of our graduates are contributing to our society in the capacity of entrepreneurs, senior executives and marketing professionals.

In this digital age, our BBA Marketing curriculum has been revamped to centre on the ideology of “i-Marketing” with three prominent features, C-A-P, namely, Creative thinking, Analytical skills, and Practical relevance. The explosive media channels, from social networks to apps, requires marketers to go beyond traditional means and think creatively to meet new challenges and win customers over. We equip our students with marketing analytics tools to help deliver their creative solutions. We are firm believers of “learning by doing,” and therefore, we promote project-based

learning. All our students are given the chance to work with real companies on their business challenges and put their learning into practice.

Our strong alumni network and close ties to business communities offer our students enormous opportunities to learn from business professionals through business leader forums, executive mentorship schemes, and internships. We understand the value of multicultural experience and ability. Thus, we have established double degree programs with ESSEC, the top business school in France, and National Taiwan University, the top university in Taiwan, among many other overseas exchange opportunities.

All these are delivered through our world-class multicultural faculty and teaching staff. CityUHK Marketing is ranked as one of the top 50 most productive marketing departments in terms of high-quality marketing research, according to UTD Business School Ranking. Our faculty members work on practice-motivated impactful research and keep a close

relationship with the industry, thus ensuring the most relevant and latest knowledge is taught.

We believe we succeed only if our students succeed. CityUHK Marketing is wholly committed to preparing our students for future career successes. I invite you to explore our programs and join us to build your future.





CREATE YOUR OWN SUCCESS STORIES

Why BBA Marketing (Streams: Global Marketing/Marketing Analytics) at CityUHK College of Business?

1. The CityUHK BBA Marketing programme not only provides students with an interactive Internet-related learning environment and international exposure, but also with practical opportunities through which they can address real business issues by working collaboratively with local and global companies and peers. Students can combine classroom learning with on-site internships by working in top companies. CityUHK BBA Marketing is your best choice, setting you apart from other marketing graduates in the industry.
2. The College of Business is among the top three business schools in Asia
3. Entrance scholarships of up to HK\$265,000 are available for elite students (<https://www.cb.cityu.edu.hk/ug/admissions/apply/scholarships>)
4. Overseas exchange and summer programmes are offered at over 200 partner universities around the globe! (<https://www.cb.cityu.edu.hk/ug/admissions/exchange>)
5. Over 80% of students secure local and global internship opportunities in areas including marketing, banking, accounting, IT and consulting.

(<https://www.cb.cityu.edu.hk/About-the-College/Accreditation-and-Rankings/International-Rankings>)



WE BELIEVE IN MAKING A DIFFERENCE



Programme Overview

CityUHK Marketing stands out from other BBA and Marketing programmes by providing a pioneering approach:

“i-Marketing+ Global Marketing & Marketing Analytics”

i-Marketing +

- The “i” element of our programme refers to INTERACTIVE, INTERNATIONAL and INTELLIGENCE.
- Our programme is 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.

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.



Experience Unique Marketing Education with “i-Marketing +”

- Global Marketing Stream
- Marketing Analytics Stream

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.

The programme consists of
1) Practical and digital marketing-oriented education, 2) Global Marketing Stream components, and 3) Marketing Analytics

Practical and Digital Marketing-oriented Education

With its discovery-enriched curriculum design, students in CityUHK 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.



Global Marketing Stream

The stream aims to equip students with marketing knowledge in a global context. Students are expected to be outgoing and culture-sensitive, and prepared to be exposed to marketing strategies and institutions in various regions and countries. They have to complete a foreign language course and may have a chance to join more than one exchange program during their study period. All of these efforts ensure students are well-equipped and possess a strong foundation to succeed in the future world of work.



Marketing Analytics Stream

The stream aims to prepare students to be big data marketing experts with advanced data analysis skills. They are capable of interpreting and utilizing data to develop effective marketing strategies. Students are expected to be strong in numeric skills and statistical knowledge and be proficient in social media and digital marketing. Students may participate analytics-related internships and professional certification courses outside the program to become certified professionals in the field.





Joint Degree Programmes with other Top Universities

The Department of Marketing distinctly encourages students to broaden their horizons, and to engage actively in exchange and overseas internship programmes. In line with its aspirations, the Department organizes joint degree programmes with top universities - ESSEC Business School and National Taiwan University (NTU) - for elite students to obtain two internationally recognized degrees within 4 years. Students, through the programme, could sharpen their sense of culture, while building all-rounded competitive strengths and developing their blueprint for future career development. The Department is committed to supporting students in pursuit of academic excellence. Scholarships are available for students admitted to the joint programmes.

Joint Degree Programme with ESSEC Business School (ESSEC)

ESSEC Business School (ESSEC) is one of the top business schools in Europe and one of those few business schools well-recognized by all EQUIS, AMBA, and AACSB. The ESSEC Global BBA program ranks 1st in France in the Le Figaro Etudiant, Le Point, and Challenges' ranking 2023 of the best 4-year bachelor's degree.

Accepted students will study in France for 2 years and may attend summer classes in Morocco. Students will develop a worldwide network and enhance intercultural competence in preparation for their future careers. After fulfilling the graduation requirements of both universities, the students will receive "Bachelor of Business Administration in Marketing" from CityU and "Global Bachelor of Business Administration (GBBA)" from ESSEC Business School, France respectively.



Joint Degree Programme with National Taiwan University (NTU)

National University of Taiwan (NTU) is one of the top universities in Taiwan ranked 70th QS World University Ranking in 2023, being the only university of Taiwan ranked within the Top 100 Universities in the World.

Accepted students will study Years 1 & 4 at CityUHK and Years 2 & 3 at NTU. Students have to fulfill all the prescribed academic requirements of both universities as ordinary students. After fulfilling the graduation requirements of both universities, the students will receive "Bachelor of Business Administration in Marketing" from CityUHK and "Bachelor of Business Administration" from NTU respectively.





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.



Company Visits and Study Tours

The Department organises company visits and study tours for students each year.



Exchange Programme

Overseas exchange and summer programmes are offered at over 200 partner universities around the globe. Most of our students have international experience when they graduate. The students who have been offered the exchange opportunity greatly appreciate it, and all of them feel that it was one of the most meaningful and unforgettable experiences of their lives.



Student Mentoring Programme

The mission of the Student Mentoring Program is to support our mentees in the transition to the university environment. “The First Impression Lasts”: if we can manage the first moments of our mentees in a positive, imitative, and participative atmosphere with ample support from both faculty and student mentors, the learning culture can be further polished in the same direction. Through joining different student activities such as the First Mentor-Mentee Meeting, Departmental Orientation, Alumni Sharing Day, etc., organized by our student committee (MMC), mentees could receive a lot of friendly and helpful advice on their study, build their social networks, and grow as professionals.



Strategic Marketing Committee

A group of high-quality students joins together to organize various activities and events, such as Business Leader Forums, Information Day, etc., to promote the Department of Marketing with a warm and friendly atmosphere for all students. Through the experience of coordinating large-scale events, committee members can develop their problem-solving, communication, and organization skills, which play a vital role in their personal growth and future career.



Community Services

Participating in community service activities not only makes a difference to the people being served but also helps students acquire life skills and be socially responsible. The Department of Marketing organizes volunteering services and encourages students to give back to the community.



Business Case Competition

The Department of Marketing is determined to encourage students to participate in different Business Case Competitions locally and internationally. In addition to offering specialized case competition advising by our faculty, the Department of Marketing organizes its departmental Business Case Competition to strengthen students' analytical, problem-solving, and presentation skills. Participating students are given an opportunity to interact with the judges from our industry sponsor and faculty throughout the event. Our students performed very well in the Case Competition.



Business Leader Forums

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. Arlene ANG
Director
Google Marketing Solutions,
Greater China

Miss Caroline CHAN
CEO
MindShare HK

Mr. Ian CHAN
Business Development Director
International Business Group,
Tencent Holdings Ltd

Ms. Jacqueline CHEUNG
Customer Director of MoneyBack,
A.S. Watson Group

Mr. Ryan CHEUNG
CEO and Founder
PressLogic

Dr. Jeffery HUI
Chairperson
Hong Kong Institute of Marketing (HKIM)

Mr. Ben LAM
Retail Management Director
Nike Hong Kong Ltd

Mr. Macro LAM
Executive Creative Director
Tribal Worldwide

Mr. Andrew RYDER
Strategy Director — North Asia Edelman

Ms. Kelly WAN
Associate Director,
Client Development
Xaxis

Ms. Man Wai WONG
Vice President
Nielsen Hong Kong

Mr. Ricky WONG
Chairman
Hong Kong Television Network Limited

Mr. Joe YAU
CEO
Openrice Limited

Executives' Comments on MKT Students

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
Managing Director
Fotomax (F.E.) Limited

“Hats off to the students whose dedication to this project was truly remarkable. From conducting thorough research to meticulous analysis, their efforts were outstanding and immensely valuable. Thank you!”

Mr. Dicky HUNG

Deputy CEO

Shanghai Pudong Development Bank Co. Ltd.

“We are delighted to work with the Department of Marketing at City University of Hong Kong on the Company Consultancy Projects. The students have demonstrated their talents and strong analytic skills in market research. The deliverables and presentations were impressive, in which innovative marketing strategies and recommendations have given us incentives for our upcoming business and product development. Great job and have a brilliant future!”

Mr. Koji Ueda

Managing Director

Otsuka Pharmaceutical (H.K.) Limited

“We highly appreciated CityUHK students’ conscientious attitude and your great passion for marketing. All teams provided practical, yet creative recommendations supported by the in-depth analysis, which are insightful to our future marketing planning and sustain the new product launch. Well done!”



Homecoming Dinner 2024

BA Business Studies BA International Business BBA Marketing BBA China Business
BBA Marketing Management BBA International Business BBA Marketing

**Alumni Sharing****Ms. Ringo Leung***Executive Director**Investment Banking Division, Morgan Stanley Asia Limited*

"I'm so blessed and proud to be an alumnus of CityUHK Marketing. What I've learned and experienced during the whole program inspired me to be a confident, all-round person with different types of skills and abilities to gradually stand out from the challenging business world. I was not born to be a marketing person, but the professors and lecturers shaped and molded my mind about how and why marketing/interpersonal skills and knowledge are indispensable in the real business world."

Mr. Tommy Yeung*Assistant General Manager**New World Development*

"I valued my learning journey in CityUHK BBA Marketing program. With a comprehensive curriculum and expert faculty, I gained the knowledge and skills necessary for success in my chosen field. The supportive and collaborative learning environment fostered my personal growth and development. The emphasis on practical problem-solving equipped me to tackle real-world challenges with confidence. Thanks to the challenging final year projects, the networking opportunities and industry connections enhanced my professional prospects. The program empowered me to thrive and achieve my goals."

Ms. Agnes Pun*Partner & Executive Director**Asia Bankers Club & Golden Emperor*

"Throughout my studies in the Marketing major, I have gained a solid understanding of marketing principles and strategies, supported by real case studies featuring companies like Watsons. Collaborating with brands and teammates, these case studies have provided me with practical knowledge and the ability to apply marketing concepts to real-world situations. Overall, I am equipped with valuable skills and strategic thinking to navigate the ever-evolving marketing landscape and drive business success. As a result, I feel more prepared than other fresh graduates in the same position to excel in my career."





PLAN YOUR FUTURE

Career Prospects

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

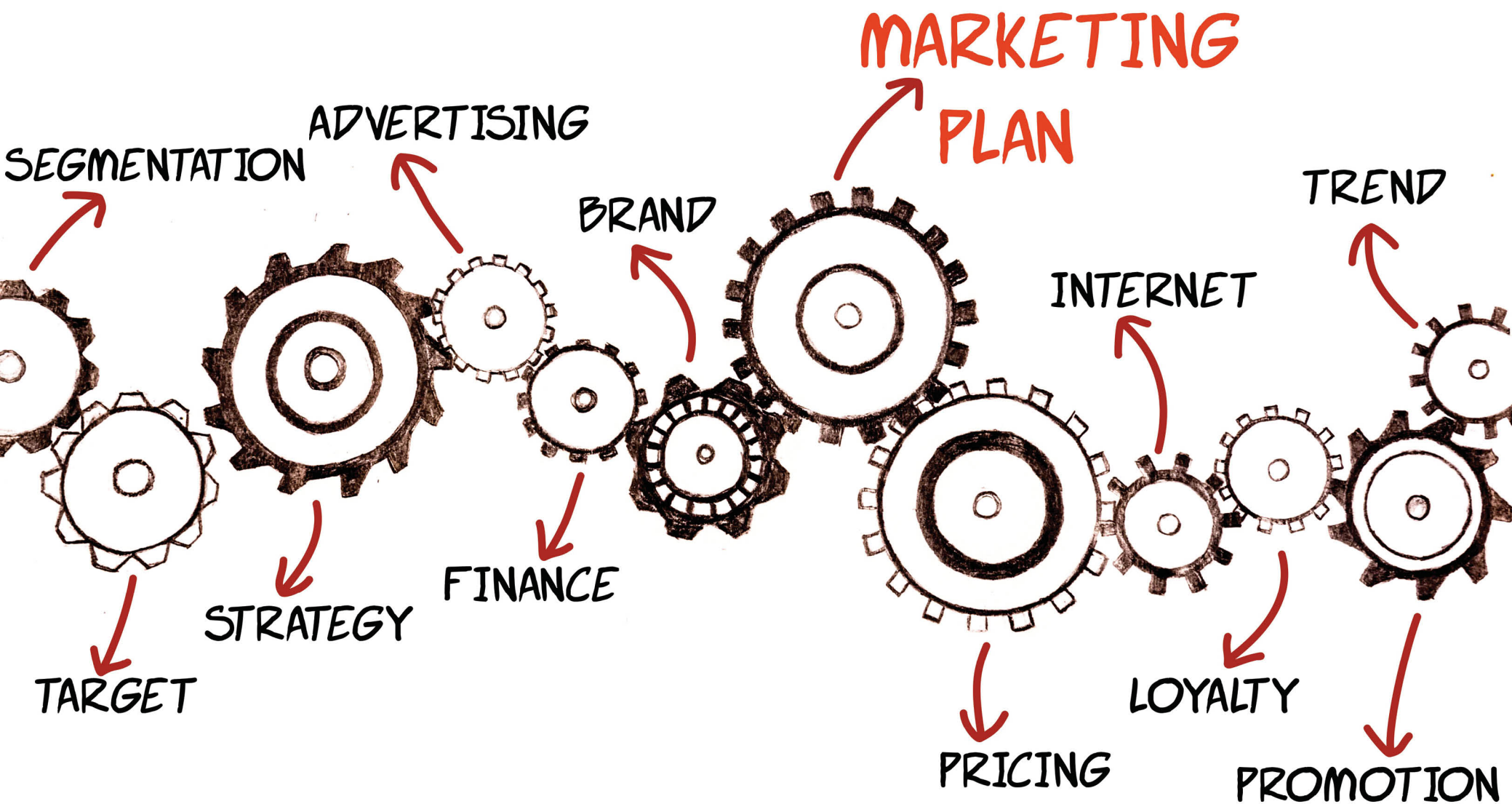
The average number of **full-time job offers** they received is **2.3**.

55.5% of them work in the **organisations with more than 500 employees**.

Their average monthly **salary** = **HK\$22,447**.

Popular employment sectors include **Business Service, Financial Institutions, Trading, Transport, Storage and Communications**.

Source: Graduate Employment Survey 2023 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:

Component(s)	Course(s)	No. of Course(s)	No. of Credits
Gateway Education	Electives	6	16
	College-specified Courses	2	6
	English	2	6
	Chinese	1	3
College of Business	College-required Courses and Electives	14	42
Major		10	30
Free Electives/Minor		6	18
Min. Total:	41 Courses		121
Max. Allowable:	48 courses		144

The programme URL: www.cb.cityu.edu.hk/js1007

We want you to...



Learn



Understand



Apply

Core Courses

- Marketing Research
- Consumer Behavior
- Strategic Marketing
- Digital Marketing Strategy
- Advanced Marketing Seminar I

Global Marketing Stream

- Global Marketing
- China Business Environment
- Cultural Advertising
- International Business
- Language elective

Marketing Analytics Stream

Electives

- Marketing Intelligence and Applications of Analytics
- Customer Analytics
- Data Strategy for Marketing
- Digital Marketing Tools and Analytics
- Social Media and Social Networks
- Techniques for Big Data, etc.

Electives (for students not in a stream)

Marketing Communications

- Advertising Management and Integrated Marketing Communications
- Fundamentals of Public Relations
- Event Marketing, etc.

Innovation and Design

- Design Thinking and Creativity in Marketing
- Designing Customer and Brand Experience, etc.

Analytics

- Marketing Intelligence and Applications of Analytics
- Data Strategy for Marketing
- Digital Marketing Tools and Analytics, etc.

Others

- Social Media Marketing
- Customer Relationship Management
- Marketing Internship/ Business Practice Internship, etc.

Entrance Requirements

Minimum Entrance requirements for BBA Marketing

JUPAS (HKDSE) (Programme code: JS1007)

English Language	Chinese Language	Mathematics	Citizenship and Social Development	2 Elective ^{Notes} Subjects
Level 3	Level 3	Level 3	Attained	Level 3

Notes:

- Besides Category A elective subjects, Mathematics extended modules (M1/M2) and Category C other language subjects (at grade E or above) can also be used to meet the elective requirement. If students take both M1 and M2, the two modules are counted as one subject only.
- Applied Learning (ApL) subjects are not counted as elective subjects
- The weight of English language is 1.5 . The rest are 1.

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 cannot be counted at both the A Level and AS Level; AND
- Grade C / Grade 4 or above in GCSE English Language or English Literature, or a TOEFL score ≥ 79 (Internet-based test), or an overall IELTS 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.

* Possession of the minimum qualifications in no way guarantees interview invitation and/or acceptance.

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. Normally, the applicants are required to have 34 points out of 45 for admission interview.

Non-local Qualifications

- Most school-leaving qualifications accepted for university entry are recognised. Applicants whose entrance qualification is obtained in a language other than English will need a satisfactory score in TOEFL score ≥ 79 (Internet-based test), an overall IELTS (band score ≥ 6.5), or another acceptable English qualification.



Scholarships

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

The D.H. Chen Foundation Scholarship

- HK\$119,300 to \$199,300
- Criteria: A year GPA of at least 3.5 out of 4.3 with all letter grades of courses taken available; demonstration of leadership abilities and commitment to make positive social change.

The Hong Kong Jockey Club Scholarships - undergraduate Scholarship

- HKD \$44,500 to \$162,500
- 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 Outstanding Academic Performance Awards
- The Department of Marketing Outstanding Student Scholarships
- The Department of Marketing JBDP with ESSEC Business School Student Scholarships HKD \$30,000.00
- The Department of Marketing JBDP with the National Taiwan University Student Scholarships HKD \$ 10,000.00
- The Department of Marketing BBA Marketing Student Second Outbound Exchange Scholarships HKD \$ 10,000.00





Create Your Own Success Stories

Department
Website:



Programme
Website:



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Programme Inquiry

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