

Dear applicant/students,

We are thrilled to share the outstanding news that our Master's Degree in Marketing has been ranked as the top program in the QS Masters in Marketing Rankings 2024 in Hong Kong and Asia. This remarkable achievement is a testament to the remarkable efforts and dedication of our colleagues, faculty, and staff.

From our exceptional teaching team to the supportive staff, everyone has played an indispensable role in creating an environment that nurtures educational excellence and empowers our students. The MSc in Marketing program is specifically designed to cultivate marketing professionals and entrepreneurs with a comprehensive skill set and knowledge base. Upon completion of this program, students are expected to achieve the following learning outcomes:

1. **Advanced Knowledge:** Students will acquire in-depth knowledge of marketing philosophy, principles, and techniques. They will develop a strong foundation in marketing concepts, theories, and practices to navigate the dynamic marketing landscape effectively.
2. **Strategic Marketing Awareness:** Students will develop a critical awareness of contemporary strategic marketing issues from international perspectives. They will gain insights into global market trends, consumer behavior, and emerging marketing strategies to make informed decisions in a competitive business environment.
3. **Analytical Skills:** Students will be equipped with analytical tools, including state-of-the-art software commonly used in marketing. They will learn to analyze market data, interpret marketing research findings, and apply statistical methods to gain valuable insights for effective marketing decision-making.
4. **Adaptability in Dynamic Environments:** The program will enable students to respond operationally to the constantly evolving and complex marketing environments. They will learn to adapt marketing strategies to changing consumer needs, technological advancements, and market dynamics, ensuring their organizations remain competitive.
5. **Ethical Awareness:** The program emphasizes the importance of ethical conduct in marketing. Students will develop a keen social conscience and learn to apply high ethical standards in marketing practices. They will be equipped to make responsible and sustainable marketing decisions while considering the impact on stakeholders and society.

The MSc in Marketing program aims to prepare students to become well-rounded marketing professionals capable of addressing the challenges and opportunities in today's global marketplace. This accomplishment not only brings honor and prestige to our department but also tremendous inspiration to our students, faculty, and the broader community. It reinforces our unwavering commitment to delivering exceptional learning experiences and cultivating the next generation of marketing leaders.