

Bachelor of  
Business Administration (Honours) in  
**MARKETING** (BBA-MKT)

**市場學工商管理（榮譽）學士**



市場學系  
**DEPARTMENT OF MARKETING**  
香港恒生大學  
**THE HANG SENG UNIVERSITY  
OF HONG KONG**

## Programme Characteristics 課程特色

The programme aims to equip aspiring marketing talents with cutting-edge knowledge and skills to address the opportunities and challenges in the global, digital age of the 21st century. Experiential, interactive, project-based, and case-based learning is the cornerstone of this innovative BBA-MKT Programme.

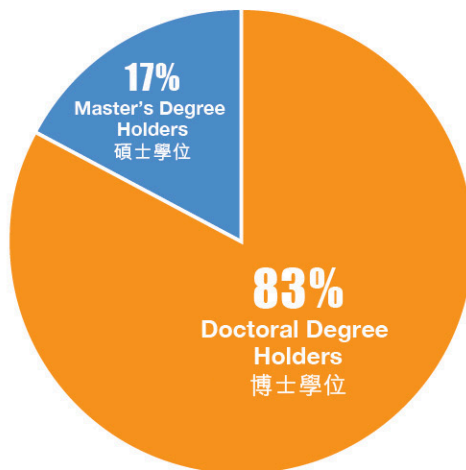
市場學工商管理(榮譽)學士課程透過以課題為本和個案為本的課堂設計，配合體驗及互動學習，致力培育學生掌握市場學最新的知識和技能，成為優秀的市場營銷專才，以應對當下全球數碼時代的各種挑戰及機遇。

## Our Teaching Team 教學團隊

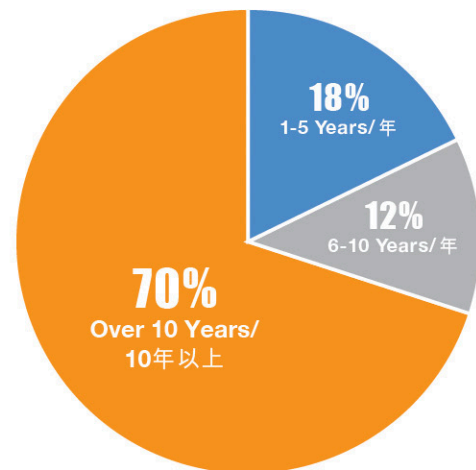
Our teaching team consists of a well-balanced mix of 17 full-time and 3 part-time faculty members, all with advanced degrees from major universities in Australia, Canada, Hong Kong, the UK, and the USA. Apart from teaching, they also consult for a variety of corporations and conduct original research to advance knowledge.

市場學系由17位全職和3位兼職教學人員組成，他們分別在香港、澳洲、加拿大、英國或美國的主要大學取得高等學位。他們的教學經驗豐富，而他們的學術研究及實務經驗亦常為學界和商界作出貢獻。

### Academic Background 學術背景



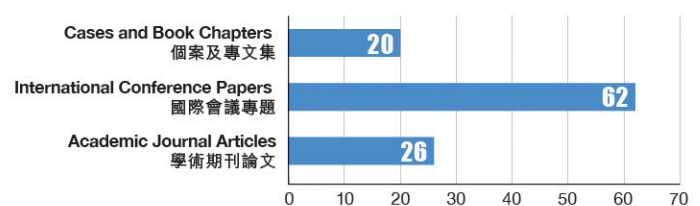
### Teaching Experience 教學經驗



### Teaching awards (past three years) 教學獎項 (最近三年)



### Research Outputs (past three years) 研究成果 (最近三年)



## Business Experience 實務經驗

At least five faculty members have run their own businesses in food services, import/export, IT, logistics, machinery, and real estate. At least ten others have worked or consulted for companies in a wide range of industries, including advertising, banking and financial services, energy and resources, government departments and NGOs, IT, product management, retailing, and social media.

市場學系老師有豐富的創業經驗，其中至少5位曾經營食品、出入口、資訊科技、物流、機械和房地產等業務。另外至少10位曾於多個行業擔任要職或顧問，包括廣告、銀行、金融服務、能源供應、政府部門、非牟利團體、資訊科技、產品開發、零售及社交媒體。



# Learning Blueprint for Year 1 大一學習藍圖



## Foundational Curriculum 基礎課程

Principles of Marketing 市場學原理	Business Economics 1 商業經濟學(一)	Perspective on General Education 通識概論	English for Effective Communication 高效傳訊英語	Freshman Chinese 大一國文
Principles of Management 管理學原理	Business Economics 2 商業經濟學(二)	Probability and Statistics 概率與統計學	English for Academic Purposes 學術寫作英語	Chinese Literature Appreciation 中國文學欣賞



## Unlocking Potential 開啟潛能



Lecturing 課堂授課



Interactive Learning 互動教學



Group Discussion 小組討論



Independent Learning 獨立學習



## Multidimensional Development 多元發展



Orientation Day 迎新活動



Sports Training 體育活動



Student Association 學生組織



Busking 藝術表演



Hall Life 宿舍生活



# Learning Blueprint for Year 2 大二學習藍圖



## Foundational Curriculum 基礎課程

Global Marketing 環球市場學	Financial Accounting 財務會計	Financial Management 財務管理	English for Business Communication 商業傳訊英語	Operation and Supply Chain Management 營運與供應鏈管理
Information Systems in Business 商業資訊系統	Management Accounting 1 管理會計	Putonghua for Business 商貿普通話	GE Elective 1 & 2 通識教育選修單元 (一及二)	Free Elective 1 選修單元 (一)



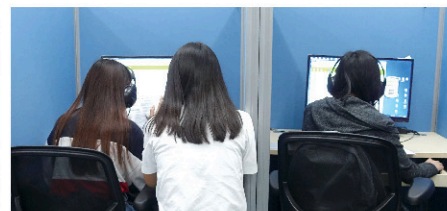
## Unlocking Potential 開啟潛能



Behavioural Laboratory – Cutting-edge facilities for conducting behavioural research  
行為實驗室 — 研究消費和商業行為的最新設施



Behavioural Laboratory – Observing consumer and business behaviours  
行為實驗室 — 透過影音設備觀察消費和商業行為



Computer-Assisted Telephone Interviewing Centre  
電腦輔助電話調查中心



## Multidimensional Development 多元發展

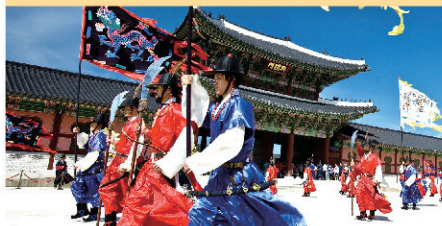
### Exchange Programme 交流計劃

#### Japan



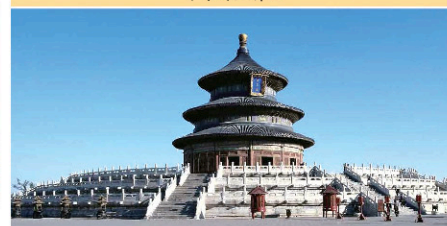
- Aichi Shukutoku University
- Nanzan University
- Osaka International University
- Seinan Gakuin University
- University of Niigata Prefecture

#### South Korea



- Chung-Ang University
- Hanyang University
- Inha University
- Korea University Sejong Campus
- Pukyong National University

#### 中國大陸



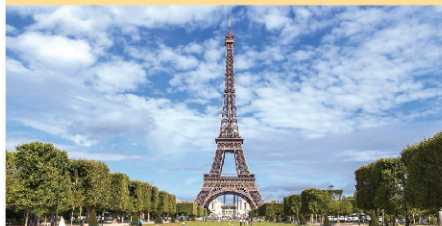
- 上海交通大學
- 上海對外經貿大學
- 復旦大學
- 首都師範大學
- 對外經濟貿易大學

#### 台灣



- 中原大學
- 逢甲大學
- 輔仁大學
- 國立臺灣大學
- 國立臺北大學

#### France



- Ecole de Management de Normandie
- EDC PARIS Business School
- INSEEC Business School
- ISIT - Institut de Management et de Communication Interculturels

#### USA



- Albright College
- Carthage College
- Cottey College
- Gordon College
- Whittier College

For a complete list of exchange partners, please refer to the Student Affairs Office webpage.  
最新交流計劃合作院校資料請查閱學生事務處網上資訊。



# Learning Blueprint for Year 3 大三學習藍圖



## Professional Curriculum 專業課程

Advertising and IMC 廣告與整合營銷傳播	Brand Management 品牌管理	Marketing Research 市場研究	Hong Kong Business Law 香港商務法	GE Elective 3 通識教育選修單元 (三)
Consumer Behaviour 消費者行為學	Customer Relationship Management 客戶關係管理	Retail and Channel Management 零售及渠道管理	Free Elective 2 選修單元 (二)	GE Elective 4 通識教育選修單元 (四)



## Synergistic Integration 融會貫通



CEO Talk - Pricerite 實惠家居



CEO Talk - Hong Kong Airlines 香港航空



CEO Talk - Sincere 先施百貨



Alumni Sharing on Marketing Careers 校友分享求職與職場心得



## Theory in Practice 學以致用

Our internship programme enables students to apply the knowledge learnt from a classroom setting to real-life business situations. The on-the-job training and the internship projects that are closely supervised by our experienced tutors enable students to turn their knowledge into practice, making the learning experience more rewarding and challenging.

實習計劃旨在讓學生把市場學知識實際應用於工作上。通過在職訓練及導師悉心的指導，同學能夠學以致用，獲取寶貴的學習經驗。

### Participating enterprises include 參與機構包括

- Hang Seng Bank 恒生銀行
- Bank of China 中國銀行
- HSBC 匯豐銀行
- China South City Holdings 華南城控股
- Kerry Medical 嘉里醫療
- CLP Group 中華電力
- New World Telecommunications 新世界電訊
- Hong Kong Disneyland 香港迪士尼樂園
- Hong Kong Telecommunication 香港電訊
- ANSA CPA 錦璘會計師行
- GOGO VAN
- TÜV SÜD Hong Kong 南德意志集團
- Didi Chuxing 滴滴出行
- Pacific BMW 太平洋寶馬
- Cathay Pacific 國泰航空
- New World Millennium Hong Kong Hotel 千禧新世界香港酒店



# Learning Blueprint for Year 4 大四學習藍圖



## Professional Curriculum 專業課程

Strategic Marketing 策略市場學	Marketing in China 中國市場學	Services Marketing 服務市場學	Business Policy and Strategy 商業政策及策略	GE Elective 5 & 6 通識教育選修單元 (五及六)
E-Marketing 電子市場學	Sales Force Management 銷售人員管理	Business to Business Marketing 企業市場學	Senior Year Project 專題研究	Free Elective 3 選修單元 (三)



## Synergistic Integration 融會貫通



World Business Congress 世界商務會議



Consumer Ethics Symposium 消費者道德研討會



## Theory in Practice 學以致用



Silver Medal in LEGO®  
BRICKthrough Challenge 2019  
2019 LEGO® BRICKthrough  
Challenge 銀獎

Gold Award & Best Advertising  
Video Award in the 2018  
Joint University Outstanding  
Marketing Award (JUOMA)  
2018 全港大學聯校市場策劃比賽  
(JUOMA) 金獎及  
最佳廣告錄像獎



Second place in the 2017  
SCMP Classified Post's  
"Young Marketer of Tomorrow"  
2017 南華早報 Classified Post  
"Young Marketer of Tomorrow"  
市場策劃比賽亞軍

Golden Award in the  
2017 HKSTPC  
Technopreneur Awards  
2017 青年企業家發展局  
「科技企業家獎」金獎





# Career Prospects and Further Studies 就業及升學

After four years, the BBA-MKT graduates will enter the job market fully ready to:

完成四年課程後，我們的畢業生將具備以下特質，邁進職場：

**M**anage traditional and digital operations  
**A**dvance personal and organisational goals  
**R**ecognise global trends in the local context  
**K**eep a high level of professionalism and ethics  
**E**xcel in communication skills and teamwork  
**T**ranscend cultural and national boundaries

發展網絡及門  
勝任海內外職  
滿足客戶展所  
**市場學**

Recent BBA-MKT graduates have launched their careers as:

我們的畢業生已投身不同的知名機構工作，包括：



**Mary TANG**  
鄧曉彤 (2018)  
Management Trainee  
Sa Sa International  
Holdings



**Dickson NG**  
吳銘杰 (2017)  
Management Trainee  
Crystal International Group



**Eva LAU**  
劉綺華 (2016)  
Assistant Marketing Officer  
BMW Hong Kong



**David POON**  
潘天衛 (2016)  
Senior Project  
Development Officer  
Hopewell Holdings Limited



**Yandy CHAN**  
陳曉欣 (2016)  
Customer Service  
Enablement Specialist  
Johnson & Johnson



**Elaine SHIU**  
邵燕寧 (2016)  
Founder & Chief  
Brand Officer  
Eij Holding Limited



**Stephanie TSANG**  
曾慧欣 (2016)  
Assistant Business Insights  
and Activation Manager  
Hang Seng Bank



**Dorothy YAU**  
邱文蔚 (2015)  
Partnership & Business  
Development Executive  
Asia Miles



**Kingsly WU**  
胡景堯 (2014)  
Assistant Marketing  
Manager  
Nexusguard

Some BBA-MKT graduates have chosen to pursue advanced degrees. Popular choices include:

部分畢業生選擇繼續進修，獲以下本地或海外大學取錄：

- City University of Hong Kong
- Hong Kong Baptist University
- The Chinese University of Hong Kong
- The University of Hong Kong
- University of Bath
- University of Bristol
- University of Glasgow
- University of Lancaster
- University of Leeds
- University of Miami
- University of Southampton
- University of Warwick





## ENQUIRIES ON APPLICATION AND ADMISSION 入學申請及查詢

Applicants can submit their applications through The Hang Seng University of Hong Kong Online Application System. For further enquiries, please contact the Registry.

申請者可透過香港恒生大學網上入學申請系統申請。如有進一步查詢，請聯絡本校教務處。

**Year 1 entry** Applicants should possess HKDSE or equivalent qualifications.  
入讀一年級 申請者應具備香港中學文憑或同等學歷。

**Year 3 entry** Applicants should have completed an Associate Degree or Higher Diploma in a related discipline.  
入讀三年級 申請者須修畢相關學科的副學士或高級文憑課程。

Tel 電話 : 3963 5555  
Fax 傳真 : 3963 5553  
Website 網頁 : <http://www.hsu.edu.hk>  
Programme Email 課程查詢 : [mkt@hsu.edu.hk](mailto:mkt@hsu.edu.hk)  
Admission Email 入學查詢 : [ugadmission@hsu.edu.hk](mailto:ugadmission@hsu.edu.hk)  
Address 地址 : Hang Shin Link, Siu Lek Yuen, Shatin, NT  
新界沙田小瀝源行善里

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.

本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.  
香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of April 2020.  
有關資料更新至2020年4月。

Bachelor of Business Administration (Honours) in Marketing is recognised under the Qualifications Framework (QF).  
QF Level: 5 | QR Registration No.: 19/000680/L5 | Registration Validity Period: 01/09/2019 to 31/08/2021

