



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



School of Business  
The Hang Seng University of Hong Kong  
*A Dynamic School that CARES*

# BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING (BBA-MKT)

## 市場學工商管理(榮譽)學士



## 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 (Honours) 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 full-time and part-time instructors, 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.

市場學系由多名全職和兼職教學人員所組成，他們分別在香港、澳州、加拿大、英國或美國的主要大學取得高等學位。團隊具備豐富教學經驗，其學術研究及實務經驗亦常為學界和商界作出貢獻。

### Unlocking Potential 開啟潛能



Group Discussion 小組討論



Interactive Learning 互動教學

## BUSINESS EXPERIENCE 實務經驗

Several faculty members have run their own businesses in food services, import/export, IT, logistics, machinery, and real estate. Other members 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，多位曾經經營食品、出入口、資訊科技、物流、機械和房地產等業務。其他老師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。

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**市**  
勝任海內外職**場**  
滿足客戶展所**學**

## 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	University English I 大學英文(一)	Freshmen 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	University English II 大學英文(二)	Chinese Literature Appreciation 中國文學欣賞

### Multidimensional Development 多元發展



## LEARNING BLUEPRINT FOR YEAR 2 大二學習藍圖

### Foundational Curriculum 基礎課程

Contemporary Information Technologies 當代資訊科技	Financial Accounting 財務會計	Financial Management 財務管理	English for Academic Purposes 學術英語	GE Elective 1 通識教育選修單元(一)
Operation and Supply Chain Management 營運與供應鏈管理	Management Accounting 1 財務管理(一)	Applied Putonghua 應用普通話	Major Elective 1 主修選修單元(一)	GE Elective 2 通識教育選修單元(二)

# LEARNING BLUEPRINT FOR YEAR 3 大三學習藍圖

## Professional Curriculum 專業課程

Marketing Research 市場研究	Hong Kong Business Law 香港商務法	GE Elective 3 & 4 通識教育選修單元 (三) & (四)	Free Elective 1 & 2 選修單元 (一) & (二)	English for Professional Communication 專業英語傳意
Major Electives 主修選修單元：				
Advertising and IMC 廣告與整合營銷傳播 Brand Management 品牌管理 Consumer Behaviour 消費者行為學		Global Marketing 環球市場學 Retail and Channel Management 零售及渠道管理 Event Marketing and Management 活動營銷及管理		

## Synergistic Integration 融會貫通



## 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
- MTR  
港鐵公司
- New World  
Telecommunications  
新世界電訊
- Hong Kong Disneyland  
香港迪士尼樂園
- Hong Kong  
Telecommunications  
香港電訊
- ANSA CPA  
錦璘會計師行
- New World Millennium  
Hong Kong Hotel  
千禧新世界香港酒店
- TÜV SÜD Hong Kong  
南德意志集團
- Didi Chuxing  
滴滴出行
- Pacific BMW  
太平洋寶馬
- Flex Consultancy  
TMR Hong Kong
- L'Oreal  
歐萊雅
- Jardine Aviation  
Services Group  
怡中航空服務
- Link REIT  
領展房託

# LEARNING BLUEPRINT FOR YEAR 4 大四學習藍圖

## Professional Curriculum 專業課程

Strategic Marketing 策略市場學	Business Policy and Strategy 商業政策及策略	GE Elective 5 通識教育選修單元 (五)	GE Elective 6 通識教育選修單元 (六)	Free Elective 3 選修單元(三)
Major Electives 主修選修單元：				
E-Marketing 電子市場學 Marketing in China 中國市場學 Services Marketing 服務市場學	Customer Relationship Management 客戶關係管理 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		



- ▲ Bronze Medal in the World Asian Business Case Competition 2022  
世界亞洲商業案例大賽2022 銅牌
- Best Case Research Paper of the Year - Academy of Asian Business Review (AABR)  
Academy of Asian Business Review  
年度最佳商業案例



- ▼ SF&OC x HSUHK  
HKACEP Marketing Promotion Proposal Competition  
港協暨奧委會 x 恒大  
HKACEP 市場推廣活動設計比賽



- ▲ 1st runner-up in the HSUHK Entrepreneurship Challenge 2023  
恒大創業挑戰賽 2023 亞軍



- ▲ 2nd runner-up in the HSBC/HKU Hong Kong Business Case Competition 2024  
2024 滙豐 / 香港大學香港區商業案例比賽季軍



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



- ▲ The 4th Youth Elite Aspiration Program (YEAP) - Champion Team & 1st runner-up Team  
第四屆「專資青年追夢計劃」- 冠、亞軍隊伍



# CAREER PROSPECTS AND FURTHER STUDIES 就業及升學

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：



**Jimmy MAN**  
Digital Media and Event Manager  
Tencent



**Yandy CHAN**  
Product Specialist  
Johnson & Johnson



**Jay LAM**  
Director  
Neuron Sport



**Eva LAU**  
Senior Marketing Officer  
Audi Hong Kong



**Edwina LEUNG**  
Assistant Officer  
CTF Education Group



**Dickson NG**  
Assistant Manager  
Crystal International Group



**David POON**  
Assistant Corporate Communications  
Manager – Capital Works  
MTR Corporation Limited



**Elaine SHIU**  
Founder & Chief Brand Officer  
Ejj Holding Limited



**Ali BARKAT**  
Publicity Officer  
Home Affairs Department, HKSAR

## Testimonials on our programme

“

As employers, we need graduates with a business oriented mind-set. HSUHK marketing students are very lucky to have a marketing programme that allows them to receive constructive feedback from CEOs and top managers of the companies they are working on. ”

### **Myron NG**

1st Vice President  
Lion's Club of Metropolitan Hong Kong &  
Chairman, HSUHK BBA-MKT Programme Advisory Committee



## Testimonials from our graduates

“

Technology is disrupting the job market in ways we could not have imagined before. Students need to develop the ability to self-educate to retain their value to their employers. ”

### **Lucas MO**

Class of 2014  
Co-founder and COO  
technine.io



“

You have 4 years of university life to explore many possibilities.

You need to make the most out of it. Find something interesting to talk about that shows the recruiters who you are and the approach you'd take in problem-solving. ”

### **Steph TSANG**

Class of 2016  
Associate Director, Digital Wealth  
Wealth Management  
Standard Chartered Bank (Hong Kong) Limited



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

部分畢業生選擇追求更高學歷，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 Warwick
- University of Southampton
- University of Warwick



## ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants are welcome to submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System (see below). For enquiries on the admission process, please contact the Registry.  
歡迎有意申請者透過恒大大網上入學申請系統（見下）遞交申請。如對申請手續及相關程序有任何查詢，敬請聯絡本校教務處。

Tel. 電話 : 3963 5710  
Website 網頁 : <https://registration.hsu.edu.hk/oap/>  
Email 電郵 : [ugadmission@hsu.edu.hk](mailto:ugadmission@hsu.edu.hk)



## ENQUIRIES ON PROGRAMME 課程查詢

For enquiries on the Programme, please contact the Department of Marketing. 如對課程有任何查詢，敬請聯絡市場學系。

Tel. 電話 : 3963 5653/ 3963 5433/ 3963 5429  
Programme Website 課程網頁 : <https://sbus.hsu.edu.hk/en/prog/bba-in-marketing/programme-information/>  
Email 電郵 : [mkt@hsu.edu.hk](mailto:mkt@hsu.edu.hk)  
Address 地址 : Hang Shin Link, Siu Lek Yuen, Shatin, N.T.  
新界沙田小瀝源行善里

Programme Website  
課程網頁



Department Website  
學系網頁



SBUS Website  
商學院網頁



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 2024. 有關資料更新至 2024 年 4 月。

Bachelor of Business Administration (Honours) in Marketing (BBA-MKT)  
市場學工商管理（榮譽）學士課程  
QF Level: 5 | QR Registration No.: 19/000680/L5 | Registration Validity Period: 01/09/2019 to 31/08/2026