

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.

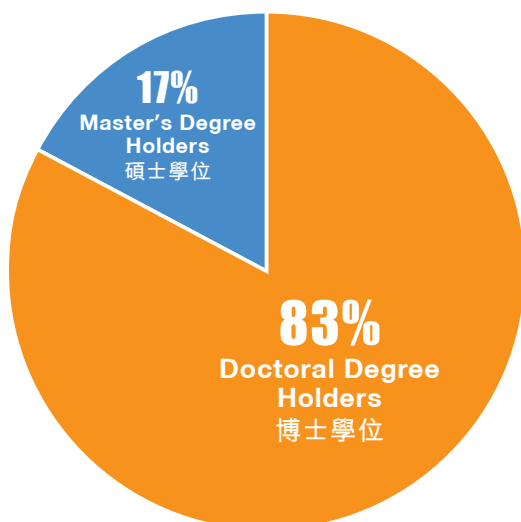
市場學工商管理（榮譽）學士課程透過以課題為本和個案為本的課堂設計，配合體驗及互動學習，致力培育學生掌握市場學最新的知識和技能，成為優秀的市場營銷專才，以應對當下全球數碼時代的各種挑戰及機遇。

Our Teaching Team 教學團隊

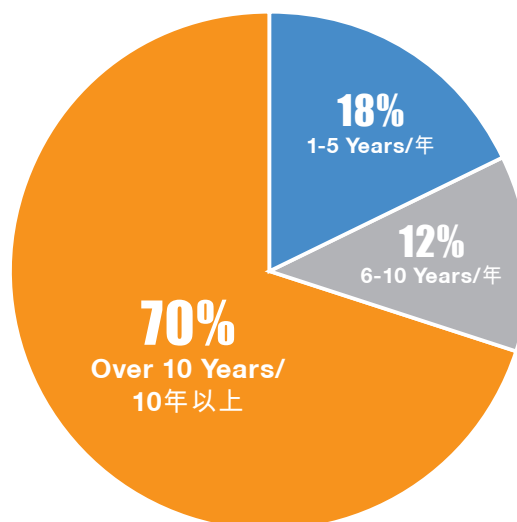
Our teaching team consists of a well-balanced mix of 17 full-time and 3 part-time faculty members, all with advanced degrees from major universities in Australia, Canada, Hong Kong, the UK, and the USA. Apart from teaching, they also consult for a variety of corporations and conduct original research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



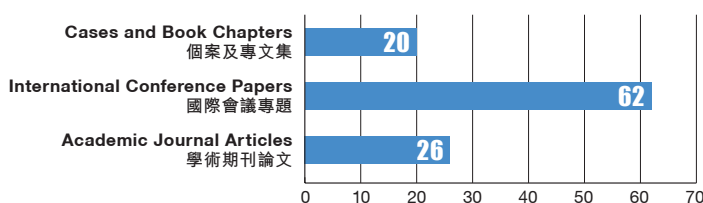
Teaching Experience 教學經驗



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 Purpose 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

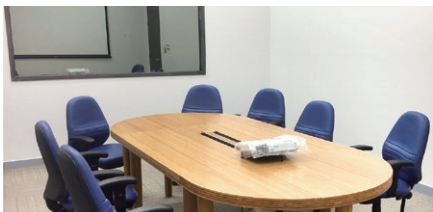


Foundational Curriculum 基礎課程

Information Systems in Business 商業資訊系統	Financial Accounting 財務會計	Financial Management 財務管理	English for Business Communication 商業傳訊英語	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 管理會計	Putonghua for Business 商貿普通話	Free Elective 1 選修單元 (一)	GE Elective 2 通識教育選修單元 (二)



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



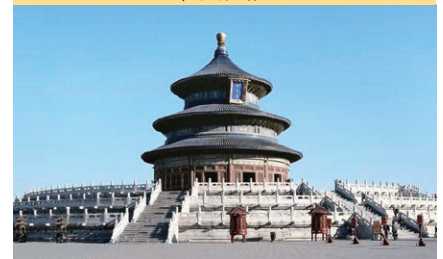
- Aichi Shukutoku University
- Nanzan University
- Osaka International University
- Seinan Gakuin University
- University of Niigata Prefecture

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

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)	GE Elective 4 通識教育選修單元 (四)	Free Elective 2 選修單元(二)
<ul style="list-style-type: none"> • 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 		<ul style="list-style-type: none"> • Customer Relationship Management 客戶關係管理 • Global Marketing 環球市場學 • Retail and Channel Management 零售及渠道管理 		



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
- 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
- Hong Kong Airlines 香港航空
- GOGO VAN

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)
<ul style="list-style-type: none"> E-Marketing 電子市場學 Marketing in China 中國市場學 Services Marketing 服務市場學 			<ul style="list-style-type: none"> 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 	



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



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



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



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



Silver Medal in the 2016 "Chuang Qing Chun" National Entrepreneurship Competition
2016 「創青春」全國大學生創業大賽銀獎

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：

Manage traditional and digital operations
Advance personal and organisational goals
Recognise global trends in the local context
Keep a high level of professionalism and ethics
Excel in communication skills and teamwork
Transcend 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

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：



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



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



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



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



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



Kingsly WU 胡景堯 (2014)
Senior Marketing Executive
Nexusguard



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



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



Joshua LEUNG 梁世杰 (2016)
Digital Commerce Officer
NIKE Hong Kong Limited

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 Miami
- University of Bath
- University of Bristol
- University of Glasgow
- University of Lancaster
- University of Leeds
- 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 : www.hsu.edu.hk

Programme Enquiries 課程查詢 : mkt@hsu.edu.hk

Admission Enquiries 入學查詢 : 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 May 2019.

有關資料更新至2019年5月。