



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、澳洲、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



Orientation Day 迎新活動



Sports Training 體育活動

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 & 2 通識教育選修單元 (一) & (二)
Operation and Supply Chain Management 營運與供應鏈管理	Management Accounting 1 財務管理	Applied Putonghua 應用普通話	English for Professional Communication 專業英語傳意	Free Elective 1 選修單元 (一)

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)
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		

Synergistic Integration 融會貫通



Mentorship Scheme



CEO Talk (CLP Power 中華電力)

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

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	Customer Relationship Management 客戶關係管理	Senior Year Project 專題研究		
Marketing in China 中國市場學	Sales Force Management 銷售人員管理			
Services Marketing 服務市場學	Business to Business Marketing 企業市場學			



Bronze Medal in the World Asian Business Case Competition 2022
世界亞洲商業案例大賽 2022 銅牌



Second runner-up in the HSUHK x SCMP Entrepreneurship Challenge 2020
恒大 x 南華早報創業挑戰賽 2020 季軍



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



Outstanding Tertiary Students Selection 2021 -
Top 10 Outstanding Tertiary Student
傑出大專生選舉 2021 -
全港十大傑出大專生

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：



Ali BARKAT
Publicity Officer
Home Affairs Department, HKSAR



Yandy CHAN
Product Specialist
Johnson & Johnson



Jay LAM
Executive Director
Nuttea (Shek Mun & Tuen Mun)



Eva LAU
Senior Marketing Officer
Audi Hong Kong



Edwina LEUNG
Assistant Officer
CTF Education Group



Dickson NG
Assistant Manager
Crystal International Group



David POON
Senior Project Development Officer
Hopewell Holdings Limited



Elaine SHIU
Founder & Chief Brand Officer
Ejji Holding Limited



Stephanie TSANG
Senior Manager
Digital and Ecosystem
DBS Bank

Testimonial on our students



Representing the HKSAR Environmental Campaign Committee, I had the opportunity to sit as a juror of the HSU Climate Action 2050 Marketing Proposal Competition. Having listened to the finalists' presentations, I was very impressed with MKT students, especially in their understanding of the topic and presenting their original and creative solutions to HK's environmental challenges. I want to thank the Department of Marketing, HSU once again for organising the Competition, which has enabled our next generation to help HK to achieve carbon neutrality, and in turn become to build a greener, more responsible and sustainable city.

Mr Henry YAU

Member of HKSAR Environmental
Campaign Committee

Testimonial on our graduates



Thank you for making Mondays so much less gloomy! You are such a superstar! I love the energy you bring to the office every day. Your ability to take every task with utmost sincerity has left us all stunned and is the fuel to great company culture. Thanks for adding extra miles to ours. Your sunny disposition is a real asset to the office and I need sunglasses to read the glowing reviews about you!

Ms Lily CHONG

Executive Vice President, Human Resources
CTF Education Group

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

