

Bachelor of Arts (Hons) Marketing and Management

Bachelor of Arts (Hons) Marketing

Marketing

MK025A/MK023A



HKU SPACE was awarded the ASIIN institutional accreditation seal to confirm that we fulfil the institutional, procedural and cultural requirements for good teaching and successful learning. Trust in us as your lifelong learning partner.



Inspiring Your Future

Business Education@HKUSPACE

About the University



University of Hull

Established in 1927, the University of Hull encompasses world-class teaching, research, impressive facilities, and a strong support network for more than 20,000 students. The most recent Research Excellence Framework named us among the UK's top 50 universities for research power.

Hull University Business School

Hull University Business School offers a wealth of opportunities to pursue undergraduate and postgraduate study and research, all designed to enhance your professional or academic development. Our degrees all build a strong understanding of the complexities of the global business environment to help you develop into a responsible, resourceful business leader.

Recognition from two of the leading global accreditation systems for business schools (AACSB and AMBA) has confirmed our status as a leading business school. AACSB accreditation is an internationally recognised accreditation specialised for business schools, and is held by less than 5% of the world's 13,000 business programmes. This places us in a select group of UK business schools, assures students of our commitment to providing an outstanding experience and further enhances the value of their degree in the global employment market.



About the programme

The **Bachelor of Arts (Hons) Marketing** programme provides you a clear understanding about the marketing knowledge and core skills in composing effective marketing communications strategies, analysing consumer behaviour, developing effective digital marketing and social media campaigns such as SEO/SEM and content marketing, formulating marketing plan, global market management, and design market research, etc. You will be prepared to work in competitive business environment in digital marketing and social media firms, advertising agencies, brand and product management for consumer products or services companies, travel agencies, hotels marketing, retail marketing or event organisers, etc.

The **Bachelor of Arts (Hons) Marketing and Management** aims to prepare you with a solid foundation of knowledge and skills in a unique combination of marketing and management – 2 major subject areas which enable you to acquire up-to-date management practice and experience, compose effective marketing communication strategies, analysing consumer behaviour, developing effective digital marketing and social media campaigns such as SEO/SEM and content marketing, formulating marketing plan and marketing strategies, etc. It equips students for the career in both marketing and management such as advertising agencies, product and brand management, marketing for finance or banking industry, hotel marketing, retail marketing and management, event management, or public sector such as civil services, etc.

University of Hull - Where success begin

- * University of Hull awarded **Silver for Teaching Excellence** by the UK Government
 - * Named in the **top 50** UK institutions for research power by the Times Higher Education;
 - * **Government Loans** are available;
 - * **Continuing Education Fund (CEF)** is eligible to most of the modules;
 - * **Face-to-face teaching** by both Hull and local lecturers; and
 - * **91%** of students from Hull HK programmes are in work or further study 3 months after graduating;
 - * Graduates are **highly recognised by employers** and graduates reported satisfactory job offers from large organisations and government departments.
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Programme Structure and Assessments



Programme Structure BA (Hons) Marketing and Management		Exam	Course credits
	Consumer and Business Buyer Behaviour	2-hour	20
	Integrated Marketing Communications and Branding	No	20
	Digital Marketing and Social Media	No	20
	International Marketing	2-hour	20
	Strategic Marketing Planning and Auditing	2-hour	20
	Leadership and Change Management	No	20
	Organisational Management	No	20
	Research Methods	No	20
	Research Project	No	20



The mother course (BA (Hons) Marketing and Management) of this module is recognised under the Qualifications Framework (QF Level 5)



This course has been included in the list of reimbursable courses under the Continuing Education Fund

Programme Structure BA (Hons) Marketing		Exam	Course credits
	Consumer and Business Buyer Behaviour	2-hour	20
	Integrated Marketing Communications and Branding	No	20
	Digital Marketing and Social Media	No	20
	International Marketing	2-hour	20
	Strategic Marketing Planning and Auditing	2-hour	20
	Services Marketing	No	20
	Social and Not-for-Profit Marketing	No	20
	Research Methods	No	20
	Research Project	No	20



The mother course (BA (Hons) Marketing) of this module is recognised under the Qualifications Framework (QF Level 5)



This course has been included in the list of reimbursable courses under the Continuing Education Fund

Professional Recognition

Graduates of these programmes meet the education requirement for full membership of HKIM.

Career Prospects

The Business School aims to prepare graduates for a successful academic or commercial future. Graduates of the programmes may pursue career in different business or marketing aspects, such as the following:

- Marketing manager
- Digital social media executive
- Public relations executive
- Product manager
- Account servicing manager
- Brand operations executive
- Consumer insight manager
- Customer services manager
- eCommerce marketing executive
- Retail manager
- Retail operation officer
- Market research manager



Further Studies

The University of Hull qualifications are recognised internationally. On completion of the Bachelor of Arts (Hons) Marketing and Management or Bachelor of Arts (Hons) Marketing, graduates may pursue further studies at Master programmes at the University of Hull or other universities in Hong Kong or worldwide in various fields.

Tuition Fee

Bachelor of Arts (Hons) Marketing and Management
Bachelor of Arts (Hons) Marketing



HK\$ 12,500 per module (Subject to change without prior notice)

Programme Mode: Part-time
Contact Hours: 42 hours per module
Medium of Instruction: English
Duration of Programme: Minimum 18 months



Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund



This course is recognised under the Qualifications Framework (QF Level 5)



This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance.

It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

Course: Bachelor of Arts (Hons) Marketing and Management
QF Level : 5 QR Registration No.: 15/002105/L5. Valid from 1 Sep 2015 to 31 Aug 2024.

Course: Bachelor of Arts (Hons) Marketing
QF Level : 5 QR Registration No.: 15/002103/L5 Valid from 1 Sep 2015 to 31 Aug 2024.



Entry Requirements



Applicants Shall Hold:

- a Higher Diploma in Business, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
- a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognised by the University of Hull.

Graduates of the HKU SPACE Higher Diploma, Associate Degree, and Advanced Diploma programmes recognised by the University of Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

- a Grade E in the Use of English in HKALE; or
- Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill), or
- IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
- Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
- recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

Graduates of Higher Diploma, Associate Degree and Advanced Diploma in the areas of Marketing, Management, or Business-related programmes from education institutions recognised by the University of Hull are also eligible to apply to the programme, such as:

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|---|--|
| - HKU SPACE | - VTC IVE |
| - HKU SPACE Community College | - PolyU SPEED or HKCC |
| - HKU SPACE Po Leung Kuk Stanley Ho Community College | - CityU SCOPE |
| - HKBU SCE | - Lingnan University CC |
| - CUHK SCS | - Other education institutions recognised by the University of Hull. |

Academic Accreditation



International accreditation from AACSB is a kitemark of quality. Hull University Business School delivers first-class business and marketing education with a commitment to providing an outstanding learning experience. The Business School aims to prepare graduates for a successful academic or commercial future and build the knowledge and employability skills demanded by today's global employers.

Both programmes are accredited by HKCAAVQ and recognized as QF Level 5.

QF Level : 5 QR Registration No.: 15/002105/L5 & 15/002103/L5. Valid from 1 Sep 2015 to 31 Aug 2024

Application

All applicants are required to complete the enclosed application form and submit it with the following supporting documents together with application fee of HK\$200 to any of the HKU SPACE enrolment centres:

- ONE set of certified true copy* of full educational certificates and transcripts; AND
* Original certificates and transcripts together with the copies are required to be presented to any HKU SPACE Enrollment Centre for verification.
- Testimonials or other documentary proof of the applicant's working experience; AND
- A photocopy of Hong Kong Identity Card; AND
- A non-refundable crossed cheque of HK\$200 payable to "HKU SPACE" as application fee.

Enquiries

Email: hull.mmg@hkuspace.hku.hk

Tel: 2910 7619 / 2867 8493



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Every effort has been made to ensure the contents of this brochure are correct at the time of printing. HKU SPACE reserves the right to update the contents of the brochure at any time without notice and this brochure does not form part of contract between the students and the School. Information in the HKU SPACE website is the most up-to-date version and supersedes the printed brochure, wherever applicable.

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