



HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education


UNIVERSITY OF Hull



Bachelor of Arts (Hons)
**MARKETING
MARKETING AND MANAGEMENT**

市場學(榮譽)文學士
市場及管理學(榮譽)文學士

In Partner with

The University of Hull, United Kingdom

Marketing at Hull Top in the UK for student satisfaction

(National Student Survey 2014)

Hull is in the top 20 universities in England for graduate employability

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

Bachelor of Arts (Hons)

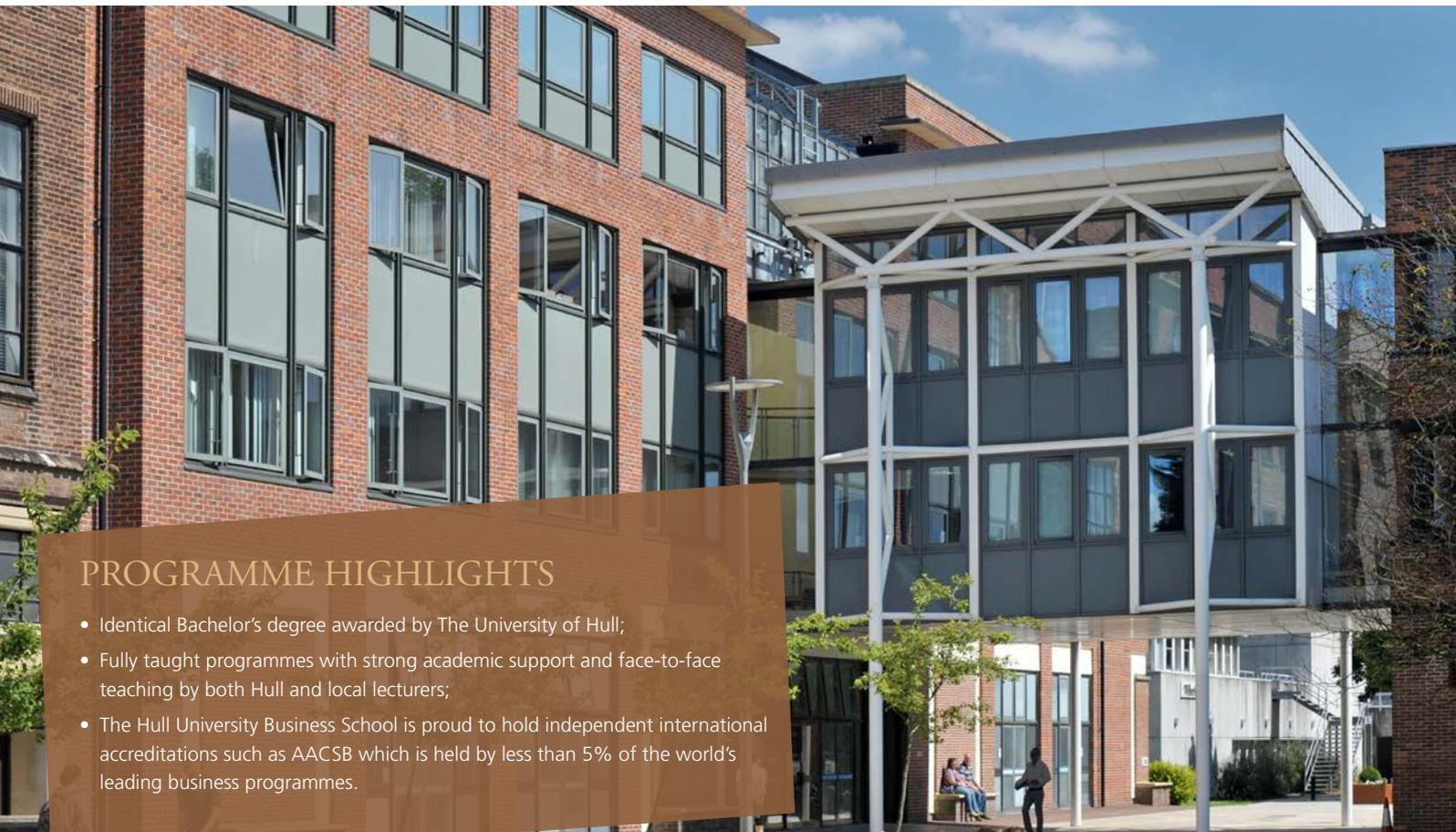
MARKETING MARKETING AND MANAGEMENT

THE UNIVERSITY OF HULL 英國赫爾大學

Established in 1928, the University of Hull encompasses world-class teaching, research, impressive facilities, and a strong support network for over 23,000 students. The University of Hull is in the top 20 universities in England for graduate employability. The Higher Education Statistics Agency reports that 95% of our 2013/14 graduates were in work or further study within six months of leaving.

Hull University Business School is a leading UK business school dedicated to the development of responsible leadership for a complex world. It offers a wealth of opportunities for students to pursue undergraduate and postgraduate study and research, all designed to enhance student's professional or academic career. Hull degrees build a strong understanding of the complexities of the global business environment to help student's develop into a responsible, resourceful business leader.

Hull University Business School's marketing subject group is joint top in the country according to the most recent National Student Survey (NSS). Marketing at Hull scored an impressive 98% overall satisfaction rate among final year undergraduate students studying the course - testament to the quality of the vibrant learning experience provided by the Business School, from the quality of teaching to the high level of student support and connections with business.



PROGRAMME HIGHLIGHTS

- Identical Bachelor's degree awarded by The University of Hull;
- Fully taught programmes with strong academic support and face-to-face teaching by both Hull and local lecturers;
- The Hull University Business School is proud to hold independent international accreditations such as AACSB which is held by less than 5% of the world's leading business programmes.

PROGRAMME INTRODUCTION

The Bachelor of Arts (Hons) Marketing and Management programme is a practical marketing degree designed to open up a range of career options in the private and public sectors. The programme aims to provide students with a thorough knowledge and understanding of both the philosophy and functions of marketing within the organisation. It provides students with core marketing and management skills combined with an understanding of the philosophy of marketing and the functional aspects of marketing management.

The Bachelor of Arts (Hons) Marketing programme provides students with a thorough knowledge and understanding of both the philosophy and functions of integrated marketing communications and brand management. Students will develop core marketing skills such as analyzing consumer behavior, designing market strategy, developing effective integrated marketing communications plan and formulating advertising and public relations strategies. Students will learn to recognize and respond to the complexities of modern global business environment with a sense of social responsibility.

These programmes balance academic knowledge and vocational skills, with a broad base training in order to prepare students to work within a wide variety of organisations in both business and non-profit contexts. They also aim to equip students with generic competencies which are applicable in the work place and transferable between jobs that are highly valued by employers.

ACCREDITATIONS

International Accreditation

International accreditation from AACSB is kitemark of quality, which enhances the value of the University of Hull's degrees in the competitive environment and assure of our drive to continually improve students' learning experience.



HKCAAVQ Accreditation

The two programmes have been accredited by Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ) as HKQF Level 5 programmes which are equivalent to the standing of bachelor's degree offered by local universities in Hong Kong.



資歷架構
Qualifications
Framework

QR Registration No.:
15/002102/L5 and 15/002104/L5
QR Registration Validity Period:
1 Sep 2015 to 31 Aug 2019

PROFESSIONAL RECOGNITION

Graduates of these programmes meet the education requirement for full membership of HKIM and would be eligible to apply for the Chartered Postgraduate Diploma in Marketing programmes offered by CIM and Postgraduate Diploma in Marketing offered by HKUSPACE subject to fulfilment of work experience.

PROGRAMME STRUCTURE

Each of the programmes comprises 18 modules or 360 credits which are normally completed in 3 years of full time study in UK. In HK, only the Second Year and Final Year modules are offered. Students are required to complete the following 9 modules over 5 terms of study for graduation (180 credits).

| BA (Hons) Marketing and Management | BA (Hons) Marketing |
|---|---|
| Consumer and Business Buyer Behaviour * | Consumer and Business Buyer Behaviour * |
| Personal and Management Development * | Personal and Management Development * |
| Strategic Marketing and Planning * | Strategic Marketing and Planning * |
| Marketing Communications and Branding * | Marketing Communications and Branding * |
| Services Marketing * | Services Marketing * |
| Independent Study | Independent Study |
| International Marketing * | International Marketing * |
| Strategic Management * | Advertising and Public Relations * |
| Strategic Leadership * | Social and Not-for-Profit Marketing |



* Continuing Education Fund reimbursable courses

TEACHING MODE

Each module comprises 42 contact hours delivered in a combination of lecture and tutorials. A block teaching of 18 hours of lectures will be conducted by Hull lecturers and 18 hours of lectures plus 6 hours of tutorials will be conducted by local lecturers.

ASSESSMENT

Assessment for most of the modules (except for the Independent Study module) is based on a combination of continuous assessments, coursework assignments and final examination. The weighting of assignments versus examination for the final grade varies from module to module.

In addition, all students are required to undertake an independent study on a topic of their choice in the final year. There will be no written examination for this module. Students will be assessed 100% by coursework comprising oral presentation, a proposal and a final report.

ENTRY REQUIREMENTS

Applicants shall hold:

1) a Higher Diploma in Business (Marketing and Management/Sales, Marketing and Advertising/Marketing and Media) or an Associate 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

2) a related Higher Diploma or Associate Degree offered by HKU SPACE or a Higher Diploma or an Associate Degree from other tertiary institutions in the areas of marketing and/ or management which are recognised by The University of Hull.

Graduates of the HKU SPACE Higher Diploma and Associate Degree 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:

- i) a Grade E in the Use of English in HKALE; or Hong Kong Advanced Level Examination (HKALE); or
- ii) 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
- iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
- iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
- v) recognised equivalent.

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

TUITION FEE

HK\$12,300* per module

** Fees are reviewed annually and published no later than June, before the next academic year and are subject to change without prior notice.*



FURTHER STUDIES

The University of Hull qualifications are recognised internationally. On completion of the Bachelor of Arts (Hons) Marketing and Management and Bachelor of Arts (Hons) Marketing, graduates are qualified for admission to:

- MSc Marketing/ MSc Marketing with Festival and Event Management/ MSc in Marketing with Sales Management in collaboration with the Edinburgh Napier University, UK
- MSc Marketing in collaboration with the University of Leicester, UK
- HKU SPACE Postgraduate Diploma in Marketing.

Graduates of the programmes may also pursue further studies at postgraduate level at the Hull University Business School, or at other universities worldwide in various fields:

- marketing
- management
- communication
- advertising or
- other business related disciplines

COURSE DESCRIPTION

Common Modules

Consumer and Business Buyer Behaviour

The aims of this module are to introduce students to the theoretical origins of consumer buyer behaviour, rooted in the academic disciplines of economics, sociology, psychology and anthropology from which buyer behaviour has been distilled ; critically evaluate the current theory emanating from, for instance, feminists, Marxists, and post modernists whilst also evaluating the positivist/interpretivist debate; differentiate the buying behaviour of business customers from that of domestic consumers.

Personal and Management Development

This module encourages students to develop an understanding of the theoretical and practical implications of achieving individual, group and organisational development; appreciate the main approaches to management development, and the challenges of uniting the theoretical and practical capacity building in a development model; appraise the various arguments on the likely skill requirements of organisations and managers in the future and reflect on their own strengths and weaknesses in terms of these requirements, and how these could be translated into personal action plans for development.

Marketing Communications and Branding

The aims of this module are to examine the criteria for using different promotional techniques and types of media, in ways that can produce integrated promotional campaigns; give students an understanding of the relationship between marketing communications and marketing strategy; explore the interaction between theory and practice; and examine the nature, role and importance of marketing communications and promotional management.

Services Marketing

The aims of the module are to develop in students a deep understanding of services marketing in retail environment; in the range of value propositions in both B2C and B2B contexts in which services play a significant part; and appreciate the contribution of services marketing theory to the management of services.

Independent Study

The study of this module will provide an opportunity for students to engage in a period of sustained study on a topic of their choice which may be examined at a local, national or international level. The research should be pursued within the context of the student's individual programme of study. Whilst it is expected to have a theoretical orientation it may also contain some primary research.

International Marketing

The aims of this module are to allow student to fully appreciate the decision criteria inherent in making where, when, how and, with what decisions in international marketing; and allow students to develop an understanding of their own culturally grounded self-reference criteria, and how narrow psychic distance when dealing with actors of a different culture.

Strategic Marketing and Planning

This module will help the students to develop a critical appreciation of marketing and marketing planning at strategic and tactical dimensions. At the end of this module students should have developed the ability to plan coherent marketing campaigns at both strategic and tactical levels.

Marketing Only

Advertising and Public Relations

The aims of this module are to develop an advanced understanding of advertising and PR as contemporary practices; gain critical insight into contemporary advertising and PR theory; and design and present an integrated campaign plan for advertising and PR activity.

Social and Not-for-Profit Marketing

The aims of this module are to develop an understanding of marketing activity in social and non-profit organisations; develop a mature understanding of the different techniques and tools that can be uniquely deployed in social and non-profit environments; and develop a strong understanding of how theories of buyer behaviour and relationship development can be modified for the different constituencies that exist beyond dyadic interaction between customer and supplier, in social and non-profit environments.

Marketing and Management Only

Strategic Management

Increased economic and political interdependence is a feature of the modern economy. Organisations are part of this interdependence, raising questions for the contemporary manager about how best to decide upon the basis for competition. The key strategic questions, therefore, become 'What business should the organization be in?' and 'How should the organisation compete in that business?'. This module seeks to answer those questions and provide a framework for analysing the competitive position of organisations.

Strategic Leadership

This module explores the relationship between leadership skills and abilities, and the continual development and evolution of organisations. Leadership is seen as proactive and incorporates organisational vision, processes, projects and often politics. Transformation of an organisation requires both individual leadership skills and conceptual understanding of all the elements necessary to ensure fulfilment of the vision.

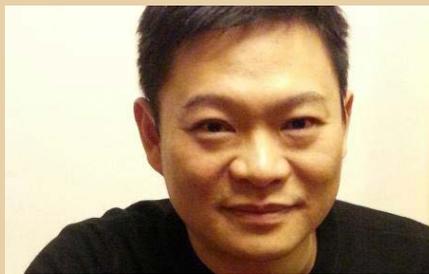
ALUMNI SHARING



Miss Christine Ka Long Chen
Communication Officer
ESF Educational Services

A Graduate from
BA (Hons) Marketing and Management

I am glad that I chose the Hull BA(Hons) Marketing and Management programme. The classes were filled with students from different fields and industries which made our class discussions very interesting and very practical. The lecturers are all specialists on the subjects and the tutors are very enthusiastic on teaching the subjects. This experience has given me the confidence to speak and present marketing plans at work. I highly recommend this course to anyone interested in pursuing a career in marketing.



Mr Sin, Ronald
Director
In-Town Associates

A Graduate from
BA (Hons) Marketing and Management

In the rapid change of business environment, critical thinking plays an important role for marketers to make decisions. The module of Independent study strengthened my critical thinking as well as marketing skills which enables me to handle my business projects more professionally.

In addition, the programme also delivered up-to-date market trends with case studies and tons of reference which offered some fresh insights into the business challenges.

I would like to take this opportunity to thank all the programme lecturers who had given me a lot of insights and guidance. I highly recommend this programme to anyone who is interested in working in the marketing field.



Ms Ramchandani, Manisha Arjan
Project Director
The MRI China Group

A Graduate from
BA (Hons) Marketing and Management

This programme suited my personal and professional needs in terms of time, financial investment and career development. Having a background in Marketing, this degree further enhanced my knowledge and skills to make me a strong marketing professional. The topics were current and interesting, taught by professional and experienced teachers. Furthermore, the interactive and engaging classmates made my course interesting and a pleasure to be a part of. I was highly motivated to perform to my best and would highly recommend this programme to anyone interested in pursuing a career in Marketing.

CAREER OPPORTUNITIES

Demand among employers for graduates with a broad business base and related specialisms, such as marketing and management, is increasing as companies face ever more competitive market environment. The programme provides students with a strong platform from which to enter roles across a range of business disciplines. These might include brand management, marketing research, account management, customer service, public relations, human resources management, retail management and a whole host of careers in consumer, business to business and non-profit marketing.

APPLICATION PROCEDURE

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 HKUSPACE enrolment centres:

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

(i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111

(ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong
Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 pm
Saturdays: closed
Telephone: 2975 5680

(iii) HKU SPACE Fortress Tower Learning Centre
14/F, Fortress Tower, 250 King's Road, North Point
Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: closed
Telephone: 3762 0888

(iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong
(Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000

(v) HKU SPACE Kowloon West Campus
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),
Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000

(vi) HKU SPACE Kowloon East Campus
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222

(viii) HKU SPACE Po Leung Kuk Stanley Ho
Community College (HPSHCC) Campus
1/F, HPSHCC Campus, 66 Leighton Road, Causeway Bay,
Hong Kong
Weekdays: 9:00 am to 5:30 pm
Saturdays: closed
Telephone: 3923 7171

PROGRAMME ENQUIRY

Tel : 2867 8324 / 2910 7619

Fax : 2861 0278

E-mail : hull.mmg@hkuspace.hku.hk