



HKUSPACE

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



**UNIVERSITY
OF HULL**

MARKETING

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

MK025A / MK023A

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 16,000 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 Grants and 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.

PROGRAMME STRUCTURE AND ASSESSMENTS

Programme Structure BA (Hons) Marketing and Management		Course		
		Credit work		Exam
1.	Consumer and Business Buyer Behaviour 📖+	20	Yes	2-hour
2.	Integrated Marketing Communications and Branding 📖+	20	Yes	No
3.	Digital Marketing and Social Media 📖+	20	Yes	No
4.	International Marketing 📖+	20	Yes	2-hour
5.	Strategic Marketing Planning and Auditing 📖+	20	Yes	2-hour
6.	Leadership and Change Management 📖+	20	Yes	No
7.	Organisational Management	20	Yes	No
8.	Research Methods	20	Yes	No
9.	Research Project	20	Yes	No

QF Level: 5 QR Registration No.: 15/002105/L5 QR Registration Validity Period: 01 Sep 2015 - 31 Aug 2024

📖+ 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		Course		
		Credit work		Exam
1.	Consumer and Business Buyer Behaviour 📖+	20	Yes	2-hour
2.	Integrated Marketing Communications and Branding 📖+	20	Yes	No
3.	Digital Marketing and Social Media 📖+	20	Yes	No
4.	International Marketing 📖+	20	Yes	2-hour
5.	Strategic Marketing Planning and Auditing 📖+	20	Yes	2-hour
6.	Services Marketing 📖+	20	Yes	No
7.	Social and Not-for-Profit Marketing	20	Yes	No
8.	Research Methods	20	Yes	No
9.	Research Project	20	Yes	No

QF Level: 5 QR Registration No.: 15/002103/L5QR Registration Validity Period: 01 Sep 2015 - 31 Aug 2024

📖+ 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

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

PROFESSIONAL RECOGNITION



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 executives
- 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 recognized 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

HK\$12,500 per module

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

*Fees are subject to change without prior notice.



ENTRY REQUIREMENTS



Applicants Shall:

1. 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
2. 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 recognized by the University of Hull.

Graduates of the HKU SPACE Higher Diploma, Associate Degree, and Advanced Diploma programmes recognised by 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:

- | | |
|---|--|
| - 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 recognised as QF Level 5.
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;
* 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;
- A photocopy of Hong Kong Identity Card
- A non-refundable crossed cheque of HK\$200 payable to "HKU SPACE" as application fee.

Email: hull.mmg@hkuspace.hku.hk

Tel: 2867 8324 / 2867 8493

ENQUIRIES



BA (Hons) Marketing and Management



BA (Hons) Marketing



These are exempted courses 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 these courses may lead.

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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