Why Hong Kong?

1st
Freest economy: World No.1 since 1996 (Canada-based Fraser Institute)

2nd

3rd

4th
World No.4 global financial centre (The 2023 Global Financial Centres Index 33rd Edition)

5th
World No.5 World Competitiveness Ranking 2022
HKU Business School

Faculty Members

Rankings

The University of Hong Kong

HKU MBA Programme

Vision

To be a leading, globally impactful academic institution of business and economics.

Unique Proposition

The School is deeply rooted in Hong Kong, fully engaged with China, and truly international.

180+

Faculty Members (Full-time)

19

Regions

Members from world-renowned and prestigious universities around the globe

Including: Australia, Canada, France, Singapore, Sweden, U.K. and U.S.A, etc.

Our

2023-2024

student community at a glance

Regions Represented

Australia

Canada

Chile

China

France

Germany

Hong Kong

India

Indonesia

Jamaica

Japan

Korea

Kyrgyzstan

Macau

New Zealand

Portugal

Russia

Singapore

Taiwan

Thailand

Trinidad

UK

U.S.A

Vietnam

Gender

62%

Female

38%

Male

Undergraduate University

Columbia University

Cornell University

Fudan University

Imperial College London

King’s College London

Korea University

McGill University

Monash University

Nanjing University

Nankai University

New York University

Peking University

Renmin University of China

Shanghai Jiaotong University

Sun Yat-Sen University

The Australian National University

The London School of Economics and Political Science

The University of Hong Kong

The University of Manchester

The University of Melbourne

The University of New South Wales

The University of Queensland

The University of Sydney

The University of Warwick

Tsinghua University

University College London

University of British Columbia

University of California, Berkeley

University of Cambridge

University of Michigan-Ann Arbor

University of Oxford

University of Pennsylvania

University of Toronto

University of Washington

Xi’an Jiaotong University

Yonsei University

Zhejiang University
Life in Hong Kong
Our Campuses

The HKU Business School provides a dynamic and conducive environment for learning, teaching and research. Advanced facilities are provided on the three campuses located in the HKU Main Campus, Cyberport and Admiralty Town Centre.

Town Centre

Located at the heart of the city, Admiralty Town Centre Campus brings the resources of the School to one of the financial districts in Hong Kong. Apart from featuring cutting-edge facilities such as executive classrooms, meeting rooms and comfortable lounges, this downtown campus is a convenient location for hosting events and seminars, and connecting students, alumni and partners from all over the world.

Cyberport Campus

Located at the flagship of Hong Kong’s digital industry - Cyberport, The School’s facilities at Cyberport include state-of-the-art classrooms, group meeting rooms and social areas for postgraduate students and learning partners from corporates that collaborate with the School. This is a place where university and business communities can come together and inspire innovations.

HKU Main Campus

Headquartered at the HKU Business School is located at I.K. Ling Building in the HKU Main Campus. In addition to facilities such as lecture theatres, classrooms, computer laboratories and other areas for academic activities, the campus is also home to many research centres and institutes under the School. The Main Campus also features other learning facilities, resources and services needed in university life.

HKU Beijing Centre

Located in Asia Financial Centre where Asian Infrastructure Investment Bank is headquartered, HKU Beijing Centre mainly serves as a teaching venue for HKU Business School and provides ample space and state-of-the-art facilities for faculties to develop academic programmes, promote alumni entrepreneurial start-ups, and organise alumni events.

HKU-Tel Aviv Innovation Hub

The HKU-Tel Aviv Innovation Hub combines the academic excellence of HKU and the innovative, entrepreneurial energy of Israel. The Hub will foster deep engagements between the academic, business and technology communities of Israel, Hong Kong, and the Greater Bay Area, promoting cross-border collaborations and partnerships.

Our Campuses

Shenzhen Campus

Located at the heart of Futian District in Shenzhen, the Shenzhen Campus is the School’s latest development to promote knowledge exchange, technology transfer and talent collaboration in the Greater Bay Area and Mainland China.

HKU iCube

HKU iCube is in the prestigious Two Exchange Square featuring a magnificent harbour view. It serves as a place to facilitate knowledge exchange for HKU’s associates, as well as a bridge to connect business leaders in and outside the School.
Modular Calendar

Courses are offered on a modular basis to allow students to focus on 1-3 courses at a time. Normally, each module consists of six to eight weeks including the examination week.

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1</td>
<td>Sep 1 to Oct 18</td>
</tr>
<tr>
<td>M2</td>
<td>Oct 19 to Dec 3</td>
</tr>
<tr>
<td>M3</td>
<td>Dec 4 to Jan 28</td>
</tr>
<tr>
<td>M4</td>
<td>Jan 29 to Mar 20</td>
</tr>
<tr>
<td>M5</td>
<td>Mar 21 to May 8</td>
</tr>
<tr>
<td>M6</td>
<td>May 9 to Jun 23</td>
</tr>
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</table>

2023 2024

For reference only, actual duration can vary.

Quick Facts

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INTAKE</th>
<th>FORMAT</th>
<th>MEDIUM</th>
<th>DURATION</th>
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</thead>
<tbody>
<tr>
<td>Master Degree</td>
<td>August</td>
<td>Full-Time</td>
<td>English</td>
<td>Minimum 1 year / Maximum 2 years</td>
</tr>
</tbody>
</table>

Class Days

Normally 2 sessions of teaching per course per week

<table>
<thead>
<tr>
<th>Day</th>
<th>Morning Session</th>
<th>Afternoon Session</th>
<th>Evening Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Tuesday</td>
<td>☀</td>
<td>☀</td>
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<tr>
<td>Wednesday</td>
<td>☀</td>
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<tr>
<td>Thursday</td>
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<tr>
<td>Friday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Saturday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
</tbody>
</table>

Course Assessments

A combination of:

- Assignments
- Mid-term Examinations
- Project Papers
- Presentations
- Other coursework
- Final Examination
Master of Science in Marketing Overview

Nothing within a business machine has any impact without Marketing, as it is right at its centre

The Master of Science in Marketing programme at the HKU Business School combines traditional marketing concepts and strategies with trendy topics related to big data. The programme offers a comprehensive curriculum that combines marketing insights, analytical tools and decisions framework, and students will learn best practices in top global firms, as well as local firms in Hong Kong, Mainland China and beyond. The school boasts a strong teaching faculty, many of whom are at the forefront of the latest marketing technology and digital-cultural trends, and students will have access to senior business practitioners, allowing them to gain an in-depth understanding of real world business.

More than just traditional Marketing theory.

<table>
<thead>
<tr>
<th>Trend Subjects</th>
<th>Fundamentals Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algorithms, Big Data and Online Marketplaces</td>
<td>Advertising and Integrated Marketing Communication</td>
</tr>
<tr>
<td>Big Data Consumer Analytics</td>
<td>Branding Strategy</td>
</tr>
<tr>
<td>ESG and Marketing for Social Impact</td>
<td>Consumer Insights</td>
</tr>
<tr>
<td>Technology Innovations in Retail Banking and Consumer Finance</td>
<td></td>
</tr>
</tbody>
</table>

Dr. Tak Zhongqiang Huang
Programme Director - Master of Science in Marketing

1. Is the programme based on theory and concepts only? What practical aspects are there?

The programme combines both practice and theory. Plenty of real-world business examples will be used to illustrate the marketing concepts and theories using up-to-date cases and students will be required to apply the learned theories and concepts in exercises and projects.

2. What type of student is most suitable to study marketing?

Students who are outgoing, curious, people-oriented and communicative are generally more suitable to study marketing. The programme is designed to help students with a prior business/marketing background to deepen their marketing knowledge and equip non-business students with the necessary marketing knowledge and skills to develop a business career.

3. How can the Master of Science in Marketing help match the trend?

With technology advancements and the change of habit towards online activities, our faculty stays at the forefront of the latest marketing tech and digital-cultural trends by providing multiple courses on technology and online consumer behaviours. Beyond this, we give students a firm grounding in the scientific theory and thinking behind marketing (e.g., statistical analysis and social science theories), which once mastered, provide students with a lifetime of value.

4. How will taking other Master Programmes’ electives benefit my career in Marketing?

Students can take electives from other programmes, such as Business Analytics, where they can learn in depth about the most cutting-edge tools such as Python, Deep Learning, and Big Data analysis. Students can also learn about technology, entrepreneurship, and launching new innovations.

5. Marketing is very culture specific. After studying the programme, would I be able to apply the knowledge and skills learned outside of Hong Kong?

The programme is designed to cover marketing knowledge at both a global level and a local adaptation (Hong Kong and Mainland China). The programme provides an understanding on how business models must transform and adapt to the local markets.
Core Courses (Four Courses)

- Applied Marketing Research and Metrics
- Consumer Insights
- Marketing Management
- Digital Marketing

Elective Courses (Five Courses)

- Advertising and Integrated Marketing Communication
- Algorithms, Big Data and Online Marketplaces
- Big Data Consumer Analytics
- Branding Strategy
- Business Simulation
- Global Marketing
- International Business Environment
- International Study Field Trip
- Platform Business Models and the Sharing Economy
- Pricing Strategies and Tactics
- Service Marketing and Management
- Technology Innovations in Retail Banking and Consumer Finance

Other Masters Programmes

- Master of Accounting
- Master of Economics
- Master of Finance
- Master of Finance in Financial Technology
- Master of Global Management
- Master of Science in Business Analytics

Capstone Course (One Course)

- Marketing Strategy Simulation

Scholarship

Entrance Scholarship
We offer scholarships to qualified students who may receive a scholarship ranging from 10% to 20% in most cases, on the basis of student’s academic merit at the time of admission. A full tuition fee waiver may be offered to outstanding cases. All eligible candidates are automatically considered; no separate application is required.

Merit-Based Scholarship
We offer merit-based scholarships to qualified students who shall receive a scholarship of 10% on the basis of student’s performance, including but not limited to academic performance of the first three modules, participation in extra-curricular activities, from course instructors, and level of support provided to the programme office. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship
Up to 10 scholarships shall be awarded starting from the academic year 2022-2023, to a total of 10 students, available to all masters programmes offered by the HKU Business School on the bases of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee

$360,000*

A deposit of HK$120,000* is required to confirm the admission offer. The balance shall be payable in two equal instalments in one year, irrespective of the number of courses taken in each module.

* Subject to change and final approval of the University.

Dr. Tuan Q. Phan
- Big Data Consumer Analytics
- Technology Innovation in Retail Banking & Consumer Finance
- International Study Field Trip

Data and technology has become the key sustainable advantage as the world economy digitises. The MSc Marketing programme empowers students with the tools, strategies and mindset to lead and engage in the dynamic and growing economy.

Courses which can help support your career aspirations

Digital Marketing
- Advertising and Integrated Marketing Communication
- Algorithms, Big Data and Online Marketplaces
- Big Data Consumer Analytics

Entrepreneur
- Branding Strategy
- Business Simulation
- Entrepreneurial Marketing
Student Experience Sharing

PAVITHRA PERERA
Master of Science in Marketing (Class 2022)
I chose the Master of Science in Marketing at HKU Business School because it's a well-ranked university in Asia. I have been passionate about this field for a long time and I was fascinated by how the market is driven by marketing and social media. As someone from a generation of people with extremely high social media usage, I was captivated by how analytics were derived from something people use daily. And these analytics are used to create virtual personas to know how people would react to a particular product. Nowadays, marketing is the tool that makes or breaks a company, and I wanted to understand it better to create something people would like. After researching the curriculum of the Marketing programme, I was excited to pursue my higher studies at HKU Business School, which has built such a great programme. In addition to this highly regarded programme, I was excited about studying on the beautiful campus and participating in the rich student life offered here.

CASON YI
Assistant Manager of Operations and Marketing Projects, The Peninsula Hotels (Class 2022)
After five years of working, it was quite an exciting journey for me to go back to school. The programme and curriculum at HKU Business School provided a good balance between academic theories and practices in the real-life business context, which allowed me to reflect on and re-look at everything that I have done in the past five years. All the projects that I did at work became my own case studies.

The empowerment, the group dynamic, and the teamwork culture were a few other highlights that I enjoyed and appreciated a lot. Together with the team, we were able to apply theories into practice along with our imaginative and innovative ideas. We also received constant feedback from our experienced professors throughout the programme.

Apart from traditional exams, we were also put "on stage" and under the spotlight to pitch our business proposals and analyses not only in front of our classmates but also "clients" from various industries. It was indeed a fun and memorable experience.

WILLIAM ZHAO
Associate, Manager Development Program, Alphalights (Class 2021)
The overall experience was great. I met a lot of new friends from around the globe. The culture is amazing, people love to party and go hiking in their spare time. Although, the living pace is really fast, people can still find ways to enjoy themselves. I love the blend of western and eastern cultures in Hong Kong. The most challenging aspect of living in Hong Kong is the high cost. However, it is fairly easy to find a part-time or full-time job in Hong Kong, so the high cost may not be a huge issue. The time spent in Hong Kong was really enjoyable, and I will surely recommend friends to visit here.

LEXY CHEN
Management Trainee, L’OREAL (Class 2021)
Since our courses are carried out on a modular basis, they required us to learn and apply at the same time, so it’s really demanding and informative. For example, the Branding Integrated Mass Communication and Business Capstone courses all require you to prepare and do a mini presentation during the class using the knowledge you learned so that you can integrate the theory and actual business cases immediately. And it’s quite similar to the group interview we would encounter during campus recruitment, so we could better prepare ourselves for it. All the courses involve group projects or simulate business games to actually help a company or brand to grow, which is practical compared to simply theory writing. The programme is rather practical. All the skills and theories we learned could be applied to business contexts, job interviews, projects and they range from big data to branding, so it opens up lots of opportunities for our future careers.
Class Profile

We recruit students from diverse backgrounds each year to enrich students’ learning experience.

Academic Backgrounds

- 30% Accounting / Economics / Finance
- 31% Business / Management / Marketing
- 14% Advertising / Journalism
- 10% Art / Fashion / Hospitality
- 9% Computer Science / Engineering / Mathematics
- 4% Public Administration / Psychology / Sociology
- 2% Others

Previous Employers (Internship)

- Alexander McQueen
- Audi China
- BILIBILI
- BMW (China) Automotive Trading Co., Ltd.
- Christian Dior
- Johnson & Johnson (BJ)
- Longfor Properties
- Marriott International, Inc.
- McDonald’s
- Mercer
- Nike
- Porsche (China) Motors Ltd.
- PricewaterhouseCoopers (PwC)
- Publicis Group
- Sandler plc.
- Singpharm Group
- The Arnott’s Group
- Volkswagen Group China
- WeBank Co., Ltd.
- Zara

Gender + Age

81% Female
19% Male

18 22 29

Working Experience*

With Prior Working Experience: 96%

Avg Work Duration: 6 months

*Among students with prior work experience (Internship inclusive).

Minimum score requirement: with no subtest below 5.5

TOEFL: 80

IELTS: 6

GMAT/GRE scores are not required, but candidates with a good GMAT/GRE score or possessing a business degree or relevant work experience will be favourably considered.

Application Process

1. Fill in the application form and provide referee details.
2. Access Tuition Programmes Online Application System and create your application account.
3. Pay HK$100 non-refundable application fee.
4. Upload documentation to the HKU Business School MPS Application System.
5. Remind referees to complete formal reference through the application system. (If referee requests an email address, provide it here)

Remarks:
- Application with missing supporting documentation will be considered incomplete and will not be further processed.
- In the application stage, the original copy of supporting documents is NOT required and candidates only need to upload the softcopy to the application website. If you receive an admission offer from our programme, we will ask you to submit the original or certified true copy of the documents.
- Due to the large volume of applications received by HKU, your application account will only be valid for four weeks. You should submit your application within this period; otherwise, your application will be lost.
- Admissions decisions are generally available in a month after the application deadline.

Admission Requirements

To be eligible for admission to our programme, you must:

- Obtain a TOEFL/IELTS score if you are not from an English-medium university.
- Obtain statements from two referees, regarding suitability for the programme.
- Hold a recognised Bachelor’s degree or equivalent.

Code Number: TOEFL: 9671; GRE: 2482
The HKU Business School has a dedicated team that prepares our masters students for success in the world of work.

Leveraging our networks and resources, we aim to provide top-notch career services that

**01**

guide students to explore their career direction by assisting them to unlock their potentials and identifying their own interest;

**02**

help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;

**03**

help students develop a realistic career plan by facilitating the planning and execution of their personal career exploration and strategies; and

**04**

help students enhance their skills, competencies and confidence necessary in the world of business.

We value partnerships, and work tirelessly in reaching out to the community and corporate, both local and in the region, for all forms of collaboration, particularly that in terms of knowledge sharing and talent acquisition. Many of the related events and job opportunities are exclusive to HKU Business School masters students.

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**Partial Employers List**

**Technology:**

- Alibaba
- Amazon
- Baidu
- ByteDance
- Huawei
- IBM
- Meituan
- Tencent

**Banking:**

- Bank of America
- Bank of China
- BNP Paribas
- Citibank
- HSBC
- Morgan Stanley
- Standard Chartered

**Financial Services (Auditing/Asset Management/Investment Banking/PE&AC):**

- Bloomberg
- China International Capital Corporation (ICC)
- CITIC Securities
- E Fund Management
- Guotai Junan International
- Huatai Financial Holdings
- J.P. Morgan

**Professional Services and Consulting:**

- Deloitte
- Ernst & Young
- KPMG
- McKinsey & Company
- Mercer
- PricewaterhouseCoopers (PwC)

**Others:**

- BYD
- LVHN
- Procter & Gamble (P&G)
- Hong Kong Monetary Authority

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*Data based on graduate surveys which was launched in 2022.*
Your Journey, Our Support: Guiding You Every Step of the Way

Tools and Resources
- Empowering Your Research and Job Market Intelligence with Professional Tools
  - HKU Moodle: Career Exploration Toolkit
  - Career Portal
  - Skill-based Trainings
  - Aptitude Test Banks

01 Know Yourself and Your Strengths
Gain Insights into Your Relationship Style, Understand Your Impact on Others, and Identify Your Personal Strengths Through:
- One-on-one Career Consultation
- Professional Presence Enhancement
- Personal and Professional Communication

02 Plan Your Career
Profile Analysis, Option Research, and Building Realistic Career Plans: Navigating Your Path to Success, through:
- One-on-one Career Consultation
- CV Clinic
- Industry Overview Series

03 Tell Your Story
Master the Art of Effective Experience Presentation: Promote Your Professional Identity through:
- Crafting Compelling CVs and Cover Letters
- Personal Branding: Maximising Social & Professional Media Impact
- Small Group Mock Interviews: Enhancing Your Interview Skills
- Mastering Presentation and Pitching Skills

04 Discover The Open And Hidden Job Market
Navigating the Job Market: Insights into Job Search Strategies and Talent Acquisition in Your Industry, through:
- Recruitment Series
- Career Fair
- Professional Sharing Seminars
- Expert Recruitment Seminars

05 Network, Network, Network
Leverage the HKU Community to Expand Your Network, through:
- Alumni Sharing
- Fireside Chats with Executives
- Competitions and Challenges

Career Development & Training
Expanding Horizons: Explore a Range of Career Development Activities with Us
The Student Enrichment Team

The Student Enrichment Team organizes a wide range of events and activities for students and alumni of the seven specialized master’s programmes. They are categorized into five areas including Personal Development and Wellness, Professional Training and Seminar, Networking and Team Building, Communication Skills and Hard skills training. Students can have an enjoyable and fruitful journey as well as having the opportunity to explore different areas and meet different people.
Mentorship Programme

The Mentorship Programme aims to provide a platform for all masters students of HKU Business School to explore beyond the classroom and gain real-world insight about the industry and careers from alumni and experienced practitioners (mentors), in order to foster an engaging Masters’ community, as well as to contribute their knowledge and experience to nurture the young generation.

Our Mentors

They are professionals, industry practitioners, middle to senior executives or MSc alumni with 7+ years working experience in Accounting, Marketing, Finance, FinTech Banking, Business Analytics and Management etc. They are passionate about supporting the young generation with their valuable experience, insight and networks, and will serve on a pro-bono basis.

Mentorship Activities

- Kick-off Ceremony
- Mentor - Mentee Networking using LEGO® SERIOUS PLAY®
- Mentor – Mentee Roundtable Discussion
- Professional Seminars and Career Workshops

Mentors Professional Background

<table>
<thead>
<tr>
<th>Expert Area</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>CEO / COO / COO</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Consultant</td>
</tr>
<tr>
<td>Equity Capital Markets</td>
<td>Data Scientist</td>
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<tr>
<td>Fast Moving Consumer Goods</td>
<td>Department Head</td>
</tr>
<tr>
<td>Finance and Financial Technology</td>
<td>Director</td>
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<tr>
<td>Financial Services Compliance</td>
<td>General Manager</td>
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<tr>
<td>Securities</td>
<td>Managing Director</td>
</tr>
<tr>
<td>Integration Broker Technology</td>
<td>Partner</td>
</tr>
<tr>
<td>Investment and Trading Professional</td>
<td>Regional Head</td>
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<td>Marketing</td>
<td>Trader</td>
</tr>
<tr>
<td>Research</td>
<td>Vice President</td>
</tr>
</tbody>
</table>

Student Ambassador Programme

Our HKU Business School Masters Student Ambassadors are enthusiastic, passionate, outgoing, and knowledgeable. Ambassadors are very much interested in being leaders, while simultaneously working closely with students and the Student Enrichment Team. Ambassadors are responsible for taking the lead to plan and initiate student-led activities. Ambassadors will have a golden opportunity to meet and be inspired by global leaders and senior executives of different industries as well as establish a global mindset and work with students from different cultural backgrounds.
Contact Us

Master of Accounting
Email: MACadmissions@hku.hk
Phone: (852) 3962 1280

Master of Economics
Email: MEadmissions@hku.hk
Phone: (852) 3962 1368

Master of Finance
Email: MFadmissions@hku.hk
Phone: (852) 3962 1271

Master of Finance in Financial Technology
Email: MFFinancialAdmissions@hku.hk
Phone: (852) 3962 1487

Master of Global Management
Email: MGMTAdmissions@hku.hk
Phone: (852) 3962 1376

Master of Science in Business Analytics
Email: MSBAadmissions@hku.hk
Phone: (852) 3962 1246

Master of Science in Marketing
Email: MSKTadmissions@hku.hk
Phone: (852) 3962 1295

280,000+
Alumni

> 150
Nationalities

100
Alumni Networks

30,000+
HKU Business School Graduates

Our HKU Alumni Network