



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

School of
BUSINESS
工商管理學院



香港浸會大學 市場學系
HKBU Department of
MARKETING



Department of

MARKETING

We develop socially responsible young business leaders for the global market.



Socially Responsible Marketing



Global Outreach



Practical Approaches to Teaching and Learning

AACSB
ACCREDITED

AMBA
ACCREDITED



Undergraduate Programmes

BBA (Honours) – Marketing Concentration

The Marketing concentration emphasizes the linkage between theory and practice by connecting our students to the industry. Our pedagogical approach equips students with up-to-date marketing knowledge, practical experience, and international exposure through various activities including international field trips, guest talks, workshops, internships, company-based honours projects, etc. We aim at nurturing visionary global marketing leaders with a strong sense of social responsibility.



<http://mkt.hkbu.edu.hk/eng/programmes/Marketing-Concentration.jsp>

[f HKBU Marketing Concentration](#)



Bachelor of Commerce (Honours) in Marketing (BComMKT)

The Bachelor of Commerce (Honours) in Marketing is a full-time, non-government-funded honours undergraduate programme. It is designed for holders of an Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's Degree in Marketing. This undergraduate programme aims to equip students with academic knowledge and advanced practical skills in global marketing, marketing research and entrepreneurial marketing. The programme is also meeting the surge in demand for marketing practitioners in social media and social enterprise marketing.

In the BComMKT programme, students receive a great variety of experiential learning opportunities, including internships at for-profit and not-for-profit organizations, overseas field trips and community-based events. All these opportunities help students connect theory to practice and enhance their employability in the marketing field.



<http://bus.hkbu.edu.hk/bcommkt>

[f HKBU BCom Marketing](#)



Internship Opportunities

Marketing Internship (MKTG 3016) is a credit-bearing course. Students can work for an organization and gain real-life marketing experience with guidance from both the academic department and workplace supervisors.

[f HKBU Marketing Internship](#)

International Field Study & Exchange Opportunities

Global Marketing Field Study (MKTG 4056) and the University's Metropolitan Attachment Programme (MAP) provide students with unique opportunities of international exposure to enrich their knowledge of global culture and multinational businesses in an out-of-classroom setting.

Company-Based Honours Project

Students can choose company-based project (BUSI 4005) as their final year project. Different from a traditional academic project, they can help a company to solve real-life management problems by applying all the knowledge learned in courses.

[f Company-Based Project- HKBU BBA Marketing](#)

Socially Responsible Marketing

We believe successful business leaders must be ethical leaders. Ideas of marketing ethics are embedded throughout the concentration. In particular, we offer the course Socially Responsible Marketing (MKTG 3015) to develop students into ethical marketers who bring positive impacts to society.



Postgraduate Programmes

Master of Science in Entrepreneurship and Global Marketing (MScEGM)

Jointly Offered by HKBU and Grenoble Ecole de Management, France

MScEGM is a 15-month full-time joint award programme offered by HKBU and Grenoble École de Management (GEM) in France. GEM is ranked the 6th Best French School L'Étudiant according to *Le Figaro Le Point 2015*. Through one semester in France and one semester in Hong Kong, students will be equipped with entrepreneurial mind-set and global marketing skills which allow students to develop and manage an international business spanning different cultures. An international advisory team of start-ups experts will provide students with hands-on coaching. A Venture Capital Funding of up to HK\$ 1 million is available for potential start-ups business projects.

<http://bus.hkbu.edu.hk/msceg>



Exempted Course at Non-local Courses Registry, Education Bureau (Reference number: 472820/472821). It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

Master of Science in Global Marketing Management (MScGMM)

Jointly Offered by HKBU and University of Sheffield, UK

MScGMM is a one-year full-time joint award programme offered by HKBU and the University of Sheffield in the UK. The University of Sheffield is ranked in the top 50 universities in Europe in the Times Higher Education World University Rankings. Through one semester in the UK and one semester in Hong Kong, students will be exposed to two different cultures in one year, and will be equipped with marketing skills germane to managing a global business. In-company projects, field trips, seminar talks and mentoring are incorporated into the Programme to enrich students' learning and promote their career development.

<http://bus.hkbu.edu.hk/eng/mscgmm/main/Index>

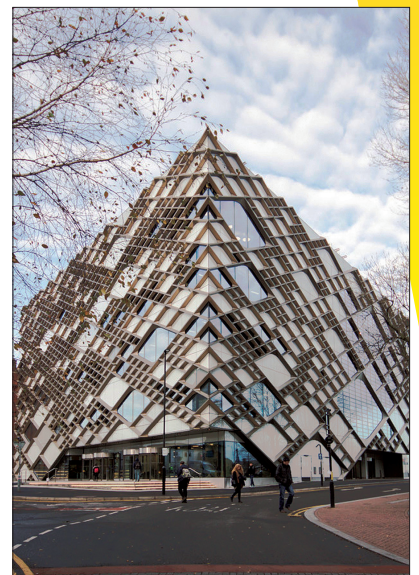


Exempted Course at Non-local Courses Registry, Education Bureau (Reference number: 452359/452445). It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

MPhil/ PhD

Research focus includes but not limited to: Consumer behavior; Marketing communication; Socially responsible marketing; Services marketing B2B marketing and Global marketing. We provide opportunities for international exposure to conference and research collaboration. Students will develop a close mentor-mentee relationship with their supervisors as well as experiencing part-time lectureship during their studies.

<http://bus.hkbu.edu.hk/rpg>



Department of Marketing Hong Kong Baptist University

We prepare our students to be future leaders in both local and global markets, and to possess a strong sense of social responsibility and conduct marketing ethically.

Our Educational Approach

We emphasize real-life experiential learning through activities such as internship, practicum, company projects and overseas business field trips.

Our Academic and Business Network

Our programmes are supported by senior business executives and alumni from advertising, FMCG and service industries. They serve as our student mentors, programme advisors and project sponsors, plus they regularly share valuable experiences with our students.

Teaching and Research Excellence

Individual faculty members won awards for Outstanding Performance in Teaching or Research from the school, the university and in various international conferences and events.

Advisors & Mentorships Programme

The Programmes' Advisors facilitate the quality control and the continual maintenance of ties with the relevant industries, as well as the maintenance of the programme's relevance to community developments and needs.

We offer Career Mentorship Programmes that link students with a business mentor. Such connections with the business community ensure that our programmes are kept up to date, with contemporary issues such as globalization, e-marketing, CSR and other issues reflected throughout the curriculum.



Research Focus

Socially Responsible Marketing

Faculty members are undertaking various research projects related to socially responsible marketing. Specific directions include effectiveness of corporate social responsibility as marketing strategies and theories on responsible consumer behaviors.

International Business

Recent projects have used a variety of topics covering internationally both the consumer and industrial markets.



For More Information:
Tel: (852) 3411 7526
Email: mkt@hkbu.edu.hk
Website: mkt.hkbu.edu.hk

