

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING (BBA-MKT) 市場學工商管理(榮譽)學士



市場學系
DEPARTMENT OF MARKETING
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong

Programme Characteristics 課程特色

The programme aims to equip aspiring marketing talents with cutting-edge knowledge and skills to address the opportunities and challenges in the global, digital age of the 21st century. Experiential, interactive, project-based, and case-based learning is the cornerstone of this innovative BBA (Honours) MKT Programme.

市場學工商管理（榮譽）學士課程透過以課題為本和個案為本的課堂設計，配合體驗及互動學習，致力培育學生掌握市場學最新的知識和技能，成為優秀的市場營銷專才，以應對當下全球數碼時代的各種挑戰及機遇。

Our Teaching Team 教學團隊

Our teaching team consists of a well-balanced mix of full-time and part-time instructors, all with advanced degrees from major universities in Australia, Canada, Hong Kong, the UK, and the USA. Apart from teaching, they also consult for a variety of corporations and conduct original research to advance knowledge.

市場學系由多名全職和兼職教學人員所組成，他們分別在香港、澳洲、加拿大、英國或美國的主要大學取得高等學位。團隊具備豐富教學經驗，其學術研究及實務經驗亦常為學界和商界作出貢獻。

Experiential Learning 體驗式學習



MKT X PARKnSHOP Idea Co-creation Programme



Advertising and IMC - Microfilm Competition

Business Experience 實務經驗

Several faculty members have run their own businesses in food services, import/export, IT, logistics, machinery, and real estate. Other members have worked or consulted for companies in a wide range of industries, including advertising, banking and financial services, energy and resources, government departments and NGOs, IT, product management, retailing, and social media.

市場學系老師有豐富的創業經驗，多位曾經營食品、出入口、資訊科技、物流、機械和房地產等業務。其他老師曾於多個行業擔任要職或顧問，包括廣告、銀行、金融服務、能源供應、政府部門、非牟利團體、資訊科技、產品開發、零售及社交媒體。

After four years, the BBA-MKT graduates will enter the job market fully ready to:
完成四年課程後，我們的畢業生將具備以下特質，邁進職場：

Manage traditional and digital operations
Advance personal and organisational goals
Recognise global trends in the local context
Keep a high level of professionalism and ethics
Excel in communication skills and teamwork
Transcend cultural and national boundaries

發展網絡及門**市**
勝任海內外職**場**
滿足客戶展所**學**

Learning Blueprint for Year 1 大一學習藍圖

Fundational Curriculum 基礎課程

Principles of Marketing 市場學原理	Business Economics 1 商業經濟學 (一)	Liberal Arts Education 博雅教育	University English I 大學英文 (一)	Freshmen Chinese 大一國文
Principles of Management 管理學原理	Business Economics 2 商業經濟學 (二)	Probability and Statistics 概率與統計學	University English II 大學英文 (二)	Chinese Literature Appreciation 中國文學欣賞



L'Oréal Hong Kong Service-Learning Pitch Day



Link REIT Job Tasting Programme

Learning Blueprint for Year 2 大二學習藍圖

Fundational Curriculum 基礎課程

Contemporary Information Technologies 當代資訊科技	Financial Accounting 財務會計	Financial Management 財務管理	English for Academic Purposes 學術英語	FuturEdge Elective 1 FE選修單元 (一)
Operation and Supply Chain Management 營運與供應鏈管理	Management Accounting 1 管理會計 (一)	Applied Putonghua 應用普通話	Major Elective 1 主修選修單元 (一)	FuturEdge Elective 2 FE選修單元 (二)

Learning Blueprint for Year 3

大三學習藍圖

Professional Curriculum 專業課程

Marketing Research 市場研究	Hong Kong Business Law 香港商務法	English for Professional Communication 專業英語傳意	FuturEdge Elective 3 & 4 FE 選修單元 (三) & (四)	Free Elective 1 & 2 選修單元 (一) & (二)
Major Electives 主修選修單元：				
Advertising and IMC 廣告與整合營銷傳播 Brand Management 品牌管理 Consumer Behaviour 消費者行為學		Global Marketing 環球市場學 Retail and Channel Management 零售及渠道管理 Event Marketing and Management 活動營銷及管理		

Forging Your Professional Path 打造你的職業道路



CEO Talk - OpenRice



Alumni Mentorship Programme

"One Student, One Internship" Scheme 「一學生一實習」計劃

Our internship programme (local, mainland, global, government) enables students to apply the knowledge learnt from a classroom setting to real-life business situations. The on-the-job training and the internship projects that are closely supervised by our experienced tutors enable students to turn their knowledge into practice, making the learning experience more rewarding and challenging.

實習計劃（本地、內地、全球、政府）旨在讓學生把市場學知識實際應用於工作上。通過在職訓練及導師悉心的指導，同學能夠學以致用，獲取寶貴的學習經驗。

Participating enterprises include 參與機構包括

- Hang Seng Bank 恒生銀行
- MTR Corporation Limited 港鐵公司
- The Langham Hong Kong 香港朗廷酒店
- HKTDC 香港貿易發展局
- HSBC 匯豐銀行
- Hong Kong Disneyland 香港迪士尼樂園
- Hong Kong Jockey Club 香港賽馬會
- Hospital Authority 醫院管理局
- Bank of China 中國銀行
- Hong Kong Telecommunications 香港電訊
- Pacific BMW 太平洋寶馬
- Hongkong Post 香港郵政

Learning Blueprint for Year 4

大四學習藍圖

Professional Curriculum 專業課程

Strategic Marketing 策略市場學	Business Policy and Strategy 商業政策及策略	FuturEdge Elective 5 FE選修單元 (五)	FuturEdge Elective 6 FE選修單元 (六)	Free Elective 3 選修單元 (三)
Major Electives 主修選修單元：				
E-Marketing 電子市場學 Marketing in China 中國市場學 Services Marketing 服務市場學	Customer Relationship Management 客戶關係管理 Sales Force Management 銷售人員管理 Business to Business Marketing 企業市場學	Senior Year Project 專題研究		



- ▲ Cyberport University Partnership Programme (CUPP) Web3 2024 第九屆「數碼港·大學合作夥伴計劃 2024」Cyberport Creative Micro Fund HK\$100,000 「數碼港創意微型基金」港幣十萬元



- ▼ 2nd runner-up in the HSBC/HKU Hong Kong Business Case Competition 2024 2024 滙豐 / 香港大學香港區商業案例比賽季軍



- ▲ Bronze Medal in the World Asian Business Case Competition 2022 世界亞洲商業案例大賽 2022 銅牌
Best Case Research Paper of the Year - Academy of Asian Business Review (AABR) 年度最佳商業案例



- ▲ Citi-HKCSS Community Intern Program 2023 Grand Awards for Excellence 社聯大學生社責實踐計劃2023 超凡卓越大獎



- ▼ The 5th Youth Elite Aspiration Program (YEAP) - Champion 第五屆「專資青年追夢計劃」- 冠軍隊伍



- ▲ Silver Medal in LEGO® BRICKthrough Challenge 2019 2019 LEGO® BRICKthrough Challenge銀獎

Career Prospects and Further Studies 就業及升學

BBA-MKT graduates have embarked on diverse career paths, with some pursuing advanced degrees and others launching careers in roles such as:

我們的畢業生開啟了多元化的職業道路，其中一些選擇追求更高學歷，而另一些則從事以下職位：



Steph TSANG
Associate Director
Digital Wealth Management
Standard Chartered Bank
(Hong Kong) Limited



Tommy CHIU
e-Commerce Manager
MTR Corporation Limited



Daphne CHEUNG
Supervisor
GroupM Communications
Hong Kong Limited



Vincent NG
Director
World One PR & Marketing
Limited



Jay LAM
Strategy Specialist
Green Tomato



Petal CHOY
Unit Manager
AIA Company Limited



Lucas MO
Co-founder
NineSmart Limited



Edwina LEUNG
Assistant Officer
CTF Education Group

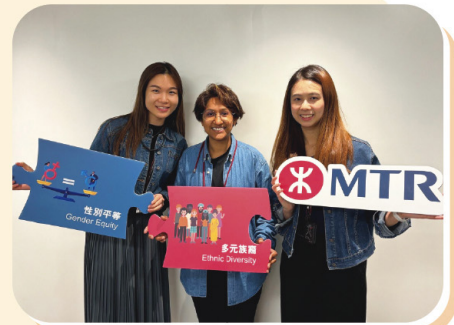


Jimmy MAN
Senior Project Manager
Tencent

Words from HSUHK MKTers 恒大BBA-MKT學生感言

“ HSUHK shaped my understanding of marketing—not just ads, but trust, value, and relationships. I apply this through communication, professionalism, and collaboration to drive impact at work. ”

Simi KAUR
Graduate 2024
Technical Assistant to Legal & Governance Director
MTR Corporation Limited



“ Beyond lectures and assignments, BBA-MKT programme transformed me into a Digital Specialist and launched my career in the fast-paced world of digital marketing. ”

Alex CHEUNG
Graduate 2024
Digital Specialist
Digitas, Publicis Groupe

“ My Global Internship at Sydney Harbour Kayaks was truly unforgettable. As a Marketing Assistant, engaging with international customers enhanced my communication skills, resilience, and independence, fostering personal growth. ”

Mandy CHEUNG
Year 4 Student 2024



“ Winning the HSUHK Entrepreneurship Challenge was a highlight—pitching our startup and receiving expert feedback made it an incredibly enriching learning experience. ”

Jeffrey WONG
Graduate 2024
Co-Founder
Space Tutor Limited



ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants are welcome to submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System (see below). For enquiries on the admission process, please contact the Registry.

歡迎有意申請者透過恒大大網上入學申請系統（見下）遞交申請。如對申請手續及相關程序有任何查詢，敬請聯絡本校教務處。

Tel. 電話 : 3963 5710

Website 網頁 : <https://registration.hsu.edu.hk/oap/>

Email 電郵 : ugadmission@hsu.edu.hk



ENQUIRIES ON PROGRAMME 課程查詢

For enquiries on the Programme, please contact the Department of Marketing.

如對課程有任何查詢，敬請聯絡市場學系。

Tel. 電話 : 3963 5433 / 3963 5429 / 3963 5134

Programme Website 課程網頁 : <https://sbus.hsu.edu.hk/en/prog/bba-in-marketing/programme-information/>

Email 電郵 : mkt@hsu.edu.hk

Address 地址 : Hang Shin Link, Siu Lek Yuen, Shatin, N.T. 新界沙田小瀝源行善里



Programme
Website
課程網頁

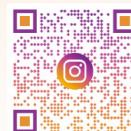


Department
Website
學系網頁



SBUS
Website
商學院網頁

For more details about the BBA-MKT programme, please follow our social media platforms:
有關 BBA-MKT 課程的更多詳情，請關注我們的社交媒體：



In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee. 香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of April 2025. 有關資料更新至2025年4月。

Bachelor of Business Administration (Honours) in Marketing (BBA-MKT) 市場學工商管理（榮譽）學士課程
QF Level: 5 | QR Registration No.: 19/000680/L5 | Registration Validity Period: 01/09/2019 to 31/08/2026