



MSc-GM
**Master of Science in
Global Marketing**
環球市場營銷理學碩士

Mode of Study
修讀模式

Full-time
全日制 **1** Year
年

Medium of Instruction
授課語言

English
英語授課

Total Number of Credits
總修讀學分

30

Programme Information

課程簡介

This programme aims to cultivate leading talents in global marketing, empowering students to excel in diverse markets. It deeply integrates theory with practice, transcending classroom boundaries through corporate visits and case studies. **Graduates will master cutting-edge applications of artificial intelligence and digital marketing, possessing the core competencies to navigate complex business environments.**

本課程旨在培養國際營銷領導人才，幫助學生在多元化市場中脫穎而出。課程深度融合理論與實踐，通過企業參訪與案例研究打破課堂界限。畢業生將掌握人工智能與數字營銷的尖端應用，具備應對複雜商業環境的核心競爭力。

Academic Structure

課程架構

5 Core Modules

2 AI-Centric Elective Modules (Choose from below)

- Social Media Marketing in Global and AI Era
- Advanced Marketing: AI and Neuroscience with Global Applications
- Digital Marketing Strategy with Global Applications

2 Global-Centric Elective Modules (Choose from below)

(Note: Students taking Cross-Cultural Negotiation are required to enrol in 3 modules.)

- Global Brand Management in AI Era
- Global Technology and Innovation Management
- Global Marketing Study Tour
- Asian Family Business
- Cross-Cultural Negotiation
- Managing Innovation in Information Technology

Preparatory Modules (Optional, Non-Credit bearing)

5 科必修科目

2 科人工智能核心選修科目 (從以下選擇)

- 全球化與人工智能時代的社交媒體營銷
- 進階營銷：人工智能與神經科學及其全球應用
- 全球適用性的數字營銷策略

2 科全球視野核心選修科目 (從以下選擇)

(註：如選修「跨文化談判」，學生須修讀三個科目。)

- 人工智能時代的全球品牌管理
- 全球技術與創新管理
- 全球營銷考察之旅
- 亞洲家族企業
- 跨文化談判
- 信息技術創新管理

先修科目 (可選修，非學分)

Admission Requirements

入學要求

1. A bachelor's degree from a recognised university or equivalent; **preferably for those with exposure to marketing and consumer-related concepts or equivalent** for applicants who have graduated from their university training.
2. **Fulfilment of one of the following English language proficiency requirements** if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction:
 - a band score of 6.0 or above in the International English Language Testing System (IELTS)*; or
 - a minimum score of 550 (paper-based test) or 79 (internet-based test) in the Test of English as a Foreign Language (TOEFL)*; or
 - a minimum of 430 in College English Test-Band 6 (CET-6); or
 - an equivalent qualification to prove his/her language proficiency which will be considered on a case-by-case basis.
3. Selected candidates will be invited to a group admission interview as part of the admission process.
4. Applicants with no business knowledge or background are required to attend and pass the non-credit bearing preparatory course before they are admitted to the programme.

* TOEFL and IELTS results are considered valid two years from the test date.

1. 持有認可大學頒授之學士學位或同等學歷；**具備營銷及消費者相關知識背景者優先。**
2. 若申請人所持學士學位或同等學歷並非以英語為授課語言，**須符合以下其中一項英語語言能力要求：**
 - 雅思（學術組）(IELTS Academic) $\geq 6.0^*$ ；或
 - 托福 (TOEFL) 紙本考試 ≥ 550 分，或網上考試 ≥ 79 分*；或
 - 大學英語六級考試 (CET-6) ≥ 430 分；或
 - 其他同等資格（將視乎具體情況予以考慮）。
3. 入選的申請人須出席小組入學面試，作為甄選程序的一部分。
4. 未具備商業知識或背景的申請人，在獲准入讀課程之前，必須修讀並通過不計學分的預備課程。

* 托福及雅思成績有效期限為考試日起兩年。



Tuition Fee For 2027-28 Intake

2027-28學年入學學費

Local Students 本地學生：

HK\$240,000

Per Credit 每學分: HK\$8,000

Non-Local Students 非本地學生：

HK\$255,000

Per Credit 每學分: HK\$8,500

Enquiries 查詢

Phone 電話: (852) 3963 5600

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QR CODE

