香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG

商學院
School of Business

School of Business
Master of Science in Global Marketing
環球市場營銷理學碩士



MSc-GM
Master of Science in Global Marketing
环球市场营销理学硕士

Mode of Study 修读模式	Medium of Instruction 授课语言	Total Number of Credits 总修读学分
Full-time 全日制 **1** Year 年	English 英语授课	**30** Credits 学分

Programme Information 课程简介

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.**

本课程旨在培养国际营销领导人才，帮助学生在多元化市场中脱颖而出。课程深度融合理论与实践，通过企业参访与案例研究打破课堂界限。**毕业生将掌握人工智能与数字营销的尖端应用，具备应对复杂商业环境的核心竞争力。**

Academic Structure 课程架构

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科人工智能核心选修科目 (从以下选择)
- 全球化与人工智能时代的社交媒体营销
- 进阶营销：人工智能与神经科学及其全球应用
- 全球适用性的数字营销策略

2科全球视野核心选修科目 (从以下选择)
(注：如选修「跨文化谈判」，学生须修读三个科目。)
- 人工智能时代的全球品牌管理
- 全球技术与创新管理
- 全球营销考察之旅
- 亚洲家族企业
- 跨文化谈判
- 信息技术创新管理

先修科目 (可选修，非学分)

Admission Requirements
入学要求

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 Academic)*; 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. 持有认可大学颁授之学士学位或同等学历；**具备营销及消费者相关知识背景者优先。**
2. 若申请人所持学士学位或同等学历并非以英语为授课语言，**须符合以下其中一项英语语言能力要求：**
   - 雅思（学术组）（IELTS Academic）≥ 6.0*；或
   - 托福（TOEFL）纸本考试 ≥ 550 分，或网上考试≥ 79 分*；或
   - 大学英语六级考试（CET-6）≥ 430 分；或
   - 其他同等资格（将视乎具体情况予以考虑）。
3. 入选的申请人须出席小组入学面试，作为甄选程序的一部分。
4. 未具备商业知识或背景的申请人，在获准入读课程之前，必须修读并通过不计学分的预备课程。

* 托福及雅思成绩有效期限为考试日起两年。






Tuition Fee For 2027-28 Intake
2027-28学年入学学费

Local Students 本地学生 :
HK$240,000
Per Credit 每学分: HK$8,000

Non-Local Students 非本地学生 :
HK$255,000
Per Credit 每学分: HK$8,500

Enquiries 查询
Phone 电话 : (852) 3963 5600
Email 电邮 : mscgm@hsu.edu.hk

QR CODE