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

商學院
School of Business



Master of Science in Global Marketing

Admission Requirements

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.

Graduation Requirements

In order to be eligible for the award of the Master of Science in Global Marketing, students are required to:

- complete and obtain a Grade D or above on a minimum of 30 credits include 4 core modules, 4 or 5 elective modules and one dissertation; and
- obtain a minimum cumulative GPA of 2.0.

Enquiries

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