



# MKKT

## Bachelor of Commerce (Honours) in Marketing

2022-23 Full-time Undergraduate Programme  
for Associate Degree & Higher Diploma Graduates

Admissions  
**2022**  
(Year 3 Entry)

# Bachelor of Commerce (Honours) in Marketing

市場學商學士(榮譽)學位課程



Award

Bachelor of Commerce (Honours) in Marketing awarded by Hong Kong Baptist University



Socially Responsible Consumption Fair



RTHK Project X



Team Building Workshop

## Programme Features

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Equips students with academic knowledge and advanced practical skills in a variety of marketing fields, including digital marketing, brand management, event marketing, marketing research, and social entrepreneurship.

We strive to foster a caring and experience-based learning environment for our students. We do this by providing students with ample opportunities to integrate their knowledge through international internships, practicums, and business field study. Our programme is committed to nurturing students to be a socially responsible marketer, who are competent to make a positive change in the communities we serve.

Dr. Connie Li | Programme Director



## Professional Recognition

Students would be exempted from one module and only have to pass two of the remaining modules to gain a Chartered Institute of Marketing (CIM) qualification at either level 4 and/or level 6, the Certificate in Professional Marketing and the Diploma in Professional Marketing respectively.

## Career Prospects

The programme will equip graduates for a wide array of professions including marketing, advertising, branding, promotion, event management, public relations, and sales management. Moreover, the programme addresses the recent surge in demand for marketing practitioners in the small business, digital marketing, and social enterprise sectors.

## Programme Structure

This four-year undergraduate programme requires students to complete a total of 128 units, including 39 units of Major Core Courses, 21 units of Major Required Courses, 27 units of Major Elective Courses, 13 units of University Core Courses, 18 units of General Education Courses and 10 units of Free Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 66-unit programme in two years. In this connection, students are required to complete 15 units of Major Core Courses, 21 units of Major Required Courses, 27 units of Major Elective Courses as well as 3 units of General Education Capstone Course.

### Year 1 & Year 2

#### UNIVERSITY CORE (13 UNITS)

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

- University English<sup>♦</sup>
- University Chinese<sup>♦</sup>
- Healthy Lifestyle<sup>♦</sup>
- The Art of Persuasion<sup>♦</sup>

#### GENERAL EDUCATION (15 UNITS)

The General Education (GE) Programme provides the foundation of a well-rounded university education. The goal of the programme is to promote Whole Person Education (WPE) through exposure to a range of transferable skills, guiding principles, and attitudes that all students will need in their future professional and personal lives.

- Level 1 Foundational Courses<sup>#</sup>
- Level 2 Interdisciplinary Thematic Courses

<sup>♦</sup> For Associate Degree or Higher Diploma applicants, a block transfer of University Core Courses will be granted.

<sup>#</sup> For Associate Degree applicants, a block transfer of 9 units will be granted.

#### CORE / FREE ELECTIVE COURSES (34 UNITS)

Students should have taken these 8 Core Courses as prerequisites in their Associate Degree or Higher Diploma studies.

- Business Ethics and Corporate Social Responsibility\*
- Cost and Management Accounting I\*
- Information Systems for Marketing Decisions\*
- Marketing Management\*
- Organisational Behaviour\*
- Principles of Accounting I\*
- Principles of Macroeconomics\*
- Principles of Microeconomics\*

\* Students should have taken these courses as programme prerequisites in their Associate Degree / Higher Diploma studies.

#### Remarks:

1. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon admission. Students are required to complete all programme prerequisites, University Core and GE courses to meet the graduation requirements.
2. Unit transfer equivalent to 28 units of University Core and GE courses will be considered by the Programme management on a case-by-case basis.
3. Make-up courses may be required on admission.
4. Students are required to complete a non-credit bearing University Life programme.

## Global Marketing Field Trips

Students gained first-hand experience of marketing, brand management, and business operation by attending global field trips.



## Year 3 & Year 4

### MAJOR CORE COURSES (15 UNITS)

- BCom Marketing Project
- Business Communications for Marketing
- Financial Management for Marketing Professionals
- Legal Aspects of Marketing
- Strategic Management

### MAJOR REQUIRED COURSES (21 UNITS)

- Marketing Research Methods
- Social Venture Planning
- Entrepreneurial Marketing
- Global Marketing
- Strategic Digital Marketing
- Socially Responsible Marketing
- Strategic Marketing

### MAJOR ELECTIVE COURSES (27 UNITS)

#### Digital Marketing Domain

- Event Marketing
- Integrated Marketing Communications
- Marketing Analytics

#### Social Entrepreneurship Domain

- Community Development for Social Entrepreneurship
- Fundamentals of Social Entrepreneurship and Social Impact

#### Experiential Learning Courses

- BCom Global Marketing Field Study
- International Marketing Internship
- Marketing Field Study for Social Entrepreneurship
- Marketing Internship

#### Marketing Strategy Domain

- Brand Management
- Business to Business Marketing
- Consumer Behavior
- International Business: Market, Operations and Strategies
- Retailing
- Sales Management
- Services Marketing
- Sports Marketing

#### Recommended NON-BMK Elective Courses

- Developing Managerial Skills
- Media Business Environment

### GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Marketing Practicum for Social Entrepreneurship\*

#### Remarks:

- \* This GE capstone course will be open to all self-funded undergraduate students. Student may select a GE capstone course offered by different self-funded undergraduate programmes.
- This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
- The University reserves the right to make changes to these courses without prior notice.



128 UNITS



## Alumni Sharing



**Becky Lau**

Pursuing a master's degree in International Business Studies at Friedrich–Alexander University Erlangen–Nürnberg, Germany in 2021

“During my BCom (Hons) in Marketing programme, I have acquired a wide range of marketing and management knowledge. I have also received tremendous support and encouragement in pursuing my master's degree and career goals.”



**Heidi Lau**

Category Executive (Upscale), DFI Retail Group

“The programme provided practical learning experience, which makes me an active learner instead of a passive receiver, thus increasing my self-confidence and ability to achieve goals.”



Self-financing Post-Secondary Scholarship

## Campus

The programme is offered at the Hong Kong Baptist University's Shek Mun (Shatin) Campus, which is located next to the Shek Mun Station of MTR Tuen Ma Line. With a gross floor area of 30,000m<sup>2</sup>, the campus provides full university facilities, including indoor heated swimming pool, gymnasium, fitness room, dance room, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, creative science laboratory, food sensory laboratory, testing and analytical laboratory, food and nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory and child assessment centre are also set up to provide students with practical experiences in their areas of study.

## Tuition Fee

Local: HKD85,140 per year; Non-local: HKD107,250 per year. Students are required to complete 66 units in two years at HKD2,580 per unit (local) / HKD3,250 per unit (non-local) (Total HKD170,280 for local / HKD214,500 for non-local).

The annual tuition fee is paid in two equal instalments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HKD15,000 of the first instalment plus some fees will have to be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August. Students are required to pay full tuition fees per semester during the normal period of study, regardless of the number of units enrolled in the semester.

For students who are required to take make-up course(s) to fulfil the programme prerequisites, University Core and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD1,790 per unit.

## Financial Assistance

Full-time local students may apply for the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSFAA), HKSAR Government. For more information, students should contact the SFO or visit its website at [www.wfsfaa.gov.hk](http://www.wfsfaa.gov.hk).

# Admission Requirements

To be eligible for admission, a candidate should hold

- a relevant Associate Degree (AD) from any of the local/overseas recognised institutions; or
- a relevant Higher Diploma (HD) from any recognised institutions.

Candidates who possess equivalent qualifications are to be assessed on a case-by-case basis.

Students are expected to complete all programme prerequisites and GE courses in their Associate Degree / Higher Diploma studies. Otherwise, they may have to complete additional units of study to make up for the programme prerequisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

# Admission Scholarship

An admission scholarship is offered to top Associate Degree / Higher Diploma or equivalent students entering into this programme each year. Students who are qualified for this scholarship must fulfill a number of academic requirements and conditions. For details, students should visit the programme website ([hkbcue.hk/bmk](http://hkbcue.hk/bmk)).

## Apply Online Now!



[cie.hkbu.edu.hk/t/admissions-ug](http://cie.hkbu.edu.hk/t/admissions-ug)

The University accepts both online and paper application. Applicants may apply for more than one programme if they wish to. A non-refundable and non-transferable application fee for EACH applied programme will be charged at HKD450.



## Enquiries

For enquiries concerning the application procedure, please contact Academic Registry Services Section.

☎ 3411 3044

📅 3411 3361

✉ [spadmit@hkbu.edu.hk](mailto:spadmit@hkbu.edu.hk)

🌐 [cie.hkbu.edu.hk](http://cie.hkbu.edu.hk)

🏠 Hong Kong Baptist University (Shek Mun Campus)  
13/F, 8 On Muk Street, Shek Mun, Shatin, New Territories

For further information about the programme, please contact the programme team.

☎ 3411 3150

📅 3411 5586

✉ [bcommkt@hkbu.edu.hk](mailto:bcommkt@hkbu.edu.hk)

🌐 [hkbcue.hk/bmk](http://hkbcue.hk/bmk)