

# Bachelor of Commerce (Honours) in MARKETING

## 市場學商學士 (榮譽) 學位課程

### PROGRAMME FEATURES 課程特色

Bringing real-world challenges into the classroom, this programme focuses on the latest marketing trends, technologies, and strategies. The programme aims to cultivate socially responsible marketers with a strong sense of social entrepreneurship and a solid foundation in digital marketing.

The programme 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. By combining excellent teaching, a supportive environment, and a strong alumni network, we prepare students for careers in marketing and business management.

本課程緊貼最新的市場趨勢、科技及策略，將現實商業社會的挑戰融入課堂之中。課程旨在培育具備社會企業精神、數碼營銷知識和社會責任感的市場營銷人才。

課程為同學提供多元化的市場學學術知識及進階實踐技能，其範疇包括數碼營銷、品牌管理、活動策劃、市場研究、以及社會企業等。同學可通過優質的教學、全方位的學習支援、以及強大的校友網絡，為日後投身市場營銷及商業管理領域的職業發展打好基礎。



### CAREER PROSPECTS 就業前景

This programme is designed to prepare graduates for a wide variety of careers, including those in marketing, advertising, branding, event marketing, content marketing, public relations, marketing research, and data analytics. Moreover, the programme addresses the recent surge in demand for marketing practitioners in small businesses, digital marketing, and social enterprises.

本課程的目標是培育學生的市場學專業知識和技能，以助他們投身各種職業領域，包括市場營銷、廣告和活動策劃、品牌推廣、內容行銷、公共關係、市場研究以及數據分析等。此外，本課程的設計亦同時滿足近年中小企業、數碼營銷及社會企業對市場營銷人才的激增需求。

## PROGRAMME STRUCTURE 課程結構

### MAJOR CORE COURSES (15 UNITS)

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

### MAJOR REQUIRED COURSES (21 UNITS)

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

### 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

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

#### Recommended Elective Courses from other Programmes

- Developing Managerial Skills<sup>^</sup>
- Media Business Environment<sup>^</sup>
- Strategic Public Relations Management<sup>^</sup>

<sup>^</sup> The courses are offered by Bachelor of Commerce (Honours) in Human Resource Management or Bachelor of Social Sciences (Honours) in Integrated Communication Management.

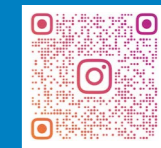
### GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Marketing Practicum for Social Entrepreneurship\*

\* This GE capstone course will be open to all self-funded undergraduate students. Students may select a GE capstone course offered by different self-funded undergraduate programmes.

#### Remarks:

1. 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).
2. The College reserves the right to make changes to these courses without prior notice.



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### ALUMNI SHARING 校友分享



JEFFERY LAM (GRADUATE OF 2018)

SENIOR MARKETING OFFICER  
LINK ASSET MANAGEMENT LIMITED

“ In the BCom (Hons) in Marketing programme, students will acquire comprehensive knowledge and practical experience through an array of excellent courses, practical workshops, and real-life experiences. These experiences helped me strengthen my interpersonal skills and my ability to generate ideas, both of which are fundamental to my career success. ”

### TUITION FEE 學費

For local applicants:  
本地生申請:

**HK\$43,890**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,660 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,660。

For non-local applicants:  
非本地生申請:

HK\$55,275 per semester 學期;  
at HK\$3,350 per unit 學分