



新聞稿 PRESS RELEASE

TO NEWS EDITOR
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Chinese University Launches M.Phil Course in Marketing

The Marketing Department of The Chinese University of Hong Kong (CUHK) has just launched its Master of Philosophy Programme, to commence in September 1994. This M.Phil., along with the Ph.D. in Marketing Programme, will offer students an opportunity to pursue a higher degree by research. CUHK's Marketing Department, as the most established in Hong Kong, is a natural place to study marketing with a regional focus. Faculty members have a diversity of interests, including behavioural, quantitative, and managerial emphases.

Due to the anticipated growth of the Asia-Pacific region during the next century, Hong Kong will undoubtedly need highly trained researchers capable of diagnosing increasingly complex business problems. To ensure an adequate supply of high calibre executives and researchers, an expansion in management education at the tertiary level is necessary. In order to cope with this expansion, there will be a corresponding increase in the demand for faculty members in various business administration disciplines. The output of this M.Phil. programme will be a group of marketing scholars with a solid research and academic background who may become the backbone in an expanding management education sector. These M.Phil. graduates may either further their studies in a Ph.D. programme to become academics, or they may render their services in business conglomerates as full-fledged market researchers.

This research-oriented programme requires each student to be directly supervised by a faculty member of the marketing department. A total of 24 units are to be completed, including 9 units for courses in marketing theory, research methodology in marketing, and one other relevant graduate subject; and 15 units for the writing of thesis. The duration of study is two years for the full-time programme and three years for the part-time programme.

Interested parties may contact the CUHK Marketing Department at 609-7809 or 609-7896 for further information.

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