

Master of Science (MSc) in

# Marketing for the Creative Economy

## 創意產業市場學理學碩士

It is a one-year full-time programme offered by the Department of Management, Marketing, and Information Systems in collaboration with the Academy of Visual Arts (AVA), Hong Kong Baptist University.

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The rapid expansion of the creative economy in recent years (e.g., advertising, arts and crafts, music, design, video, computer games, interactive media);



Master of Science (MSc) in Marketing for the Creative Economy (MScMCE) rides on two rising trends in the markets:  
The trend of applying arts and cultural elements in business operations in industry practices  
(e.g., arts malls, music entertainment).



## Programme Features

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### A Unique and Interdisciplinary Programme

The programme aims to cultivate creative and cultural leaders with knowledge that can be applied in retail market, entrepreneurship, creative industries, and arts administration and management;



## Creative Service Learning

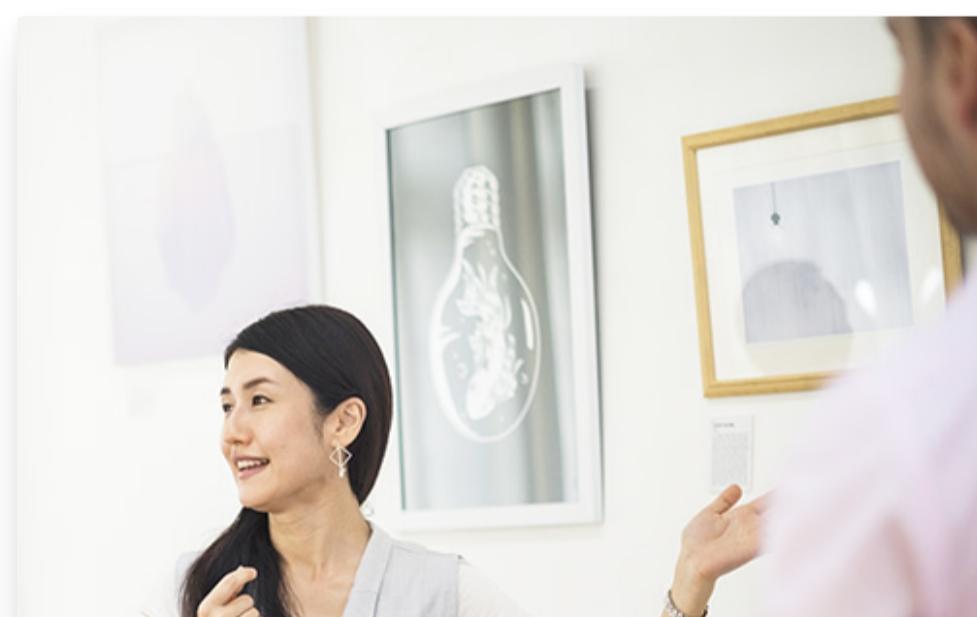
Students get to solve real-life problems through the Creative Service-Learning Project. A subsidy up to HK\$5,000 (based on actual expenses) will be provided to each student to support the Creative Service-Learning Project. Presentations will be conducted via a virtual symposium for students to exchange ideas with academics and practitioners across the globe.

## International Immersion

The Programme offers overseas immersion, which gives students the opportunity to join an overseas field trip\* during the summer term to broaden their experience and understanding of creative economies at an international level. A subsidy up to HK\$10,000 will be provided to every student for this field trip;

\* Alternatives will be provided if the field trip must be cancelled, rescheduled or downsized.

Upon graduation, our graduates are expected to





The MScMCE programme has 18 units of core taught courses (incl. 3 units for a Creative Service-Learning Project), 9 units of elective taught courses, and 3 units for a required overseas field trip.

### Core Courses (21 units)

#### Semester 1 (12 units)

- MKTG7140 Strategic Marketing Management
- MKTG7150 Brand Development and Sponsorship
- MKTG7160 Digital Marketing Strategies
- MKTG7170 Entrepreneurship in the Creative Economies

#### Semester 2 (6 units)

- MKTG7180 Seminars in Contemporary Marketing Issues in Creative Economies
- MKTG7190 Creative Service-Learning Project

#### Summer (3 units)

- \*MKTG7200 2-week Overseas field trip

\* Travel related expenses will be incurred if an overseas field trip is scheduled. Alternatives will be provided if the field trip must be cancelled, rescheduled or downsized. The programme will provide a subsidy (up to HK10,000/student) for the field trip. For details, please consult the Programme Office.

\*Students are only allowed to take either ACCT7960 or ACCT7060 but not both to fulfill the graduation requirements.



## **Elective Courses (9 units)**

### **Semester 1 (3 units)**

- VACC7010 Research Methodology for the Visual Arts
- VACC7030 Critically Engaged: Creative Practices in Context
- \*ACCT7060 Business Accounting
- \*ACCT7960 Interpreting Financial and Accounting Information

### **Semester 2 (6 units)**

#### **Courses offered by MMIS (1 out of 2 Courses)**

- MKTG7110 Socially Responsible Entrepreneurship in an International Context
- MKTG7210 Services Marketing Management

#### **Courses offered by AVA (1 out of 2 Courses)**

- VACC7020 Visual Arts Theory & Criticism
- VACC7040 Arts & the Public: Interpretation & Presentation

- Local students: HK\$200,850/ programme
- Non-local students: HK\$257,500/ programme

\*Travel-related expenses will be incurred for both local and non-local students if an overseas field trip is scheduled.

- **Academic Qualification**

Applicants should possess a bachelor's degree from a recognized university or comparable institution, or an equivalent qualification;

- **Language Proficiency Requirement**

Applicants are expected to meet at least one of the following qualifications:

1. A bachelor's degree earned from a recognized English-medium institution; or
2. TOEFL scores of 79 (internet-based); or
3. A band score of 6.5 or above in IELTS; or
4. Other language requirements as set by the University



## School & University Level

### Career Services Section

Career Services Section aspires to nurture business students into future leaders in a global marketplace. Students will be prepared to accelerate their career growth by developing a professional portfolio developed through participating in a wide range of customised career development events and coaching. By being kept abreast of market information and being exposed to international opportunities, they will be ready for the career world upon graduation.

### Career Centre, HKBU

### Employment policy for Non-local Students in Hong Kong



#### Call Us

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#### Send an Email

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#### Visit us

Hong Kong Baptist University



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