

LOOK
FORWARD
看·建未來



2024-2025

MSc in Marketing

Hong Kong - Asia's Most Dynamic Business Hub



An Enticing City

This city of 7.3 million people has a vibrant international community, exciting cultural events and activities. Apart from academics, students engage in diverse, fruitful and interesting endeavours.



Asia's International Financial Centre

As the world's freest economy and one of the world's most competitive financial and business hubs, Hong Kong is the regional headquarter of many international companies, with a wealth of jobs and internship opportunities.



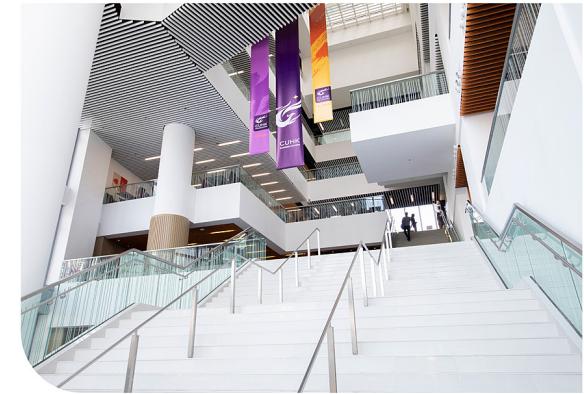
Gateway to China

Studying in Hong Kong allows you to grasp invaluable insights on China. Be part of Asia's bustling economy and experience the extraordinary intercultural learning.



Flexible Visa Policy

Under the Immigration Arrangements for Non-local Graduates (IANG) scheme, non-local graduates are eligible to apply to stay in Hong Kong for 24 months after graduation to seek employment.



Why CUHK and CUHK Business School

MSc in Marketing

Chinese University of Hong Kong

Founded in 1963, The Chinese University of Hong Kong (CUHK) is a forward-looking, comprehensive research university with a global vision. Its mission is to combine tradition with modernity and bring together China and the West.

CUHK Business School

CUHK Business School has blazed a trail for business education in Hong Kong and Asia since 1963, cultivating high-achieving graduates who steer and shape the global business landscape. This spirit of leadership and innovation goes to the very core of our legacy as the first business school in Asia to offer a full suite of BBA, MBA and Executive MBA programmes, including the BBA in Insurance, Financial and Actuarial Analysis that the Department of Finance launched in 2002. Today, our world-class faculty and cutting-edge research continue to nurture nimble leaders, entrepreneurs and social stewards, with our proud network of more than 40,000 alumni driving meaningful impact in the Pearl River Delta and beyond.



Ride On the Opportunity

In alignment with the mission and vision of the CUHK Business School to "develop global business leaders for the Asian Century", MSc in Marketing (MScMKT) Programme aims to train students to become future leaders in marketing who are capable to meet the challenges and opportunities in the region through a well-designed curriculum that incorporates theory and practice, tradition and technology, intuition and analytics, local ideas and global vision.

Our Programme with concentration in Big Data Marketing and Managerial Marketing is the first programme of its kind in the Greater China Region. The Programme not only helps students achieve their goals in acquiring frontier knowledge and professional skills in marketing, it is also set to meet the high demand for the new generation of marketers from the industry in today's digital age.



Two Concentrations

Students are prepared for the fast-changing business reality with our practical and inspiring courses such as Big Data, Business Models for Digital Economy, Digital Marketing, Global Supply Chain, Entrepreneurship, Innovation and Corporate Social Responsibility.



Collaborations with Industry

Students are given opportunities to gain hands-on experiences to solve big data marketing problems or managerial marketing problems from different industries through participation in conferences, company visits, professional sharing and internships.



Marketing Practicums

Practicum course is designed to provide students with practical marketing skills and knowledge. Through a combination of lectures, hands-on projects, meetings, reports, and presentations, students will learn how to develop effective marketing campaigns and analyze their impact. By emphasizing practical experience and real-world learning, this course will provide students with the skills and knowledge required to succeed in the dynamic and constantly evolving world of marketing.

League of Diverse Talent (Class of 2023)

126

Total No.
of Students
Enrolled

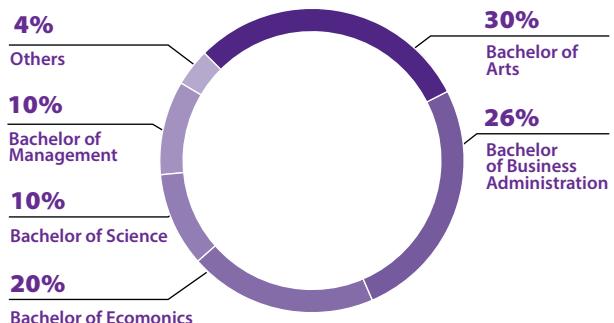
770

Highest
GMAT Score
(Verbal: 45)

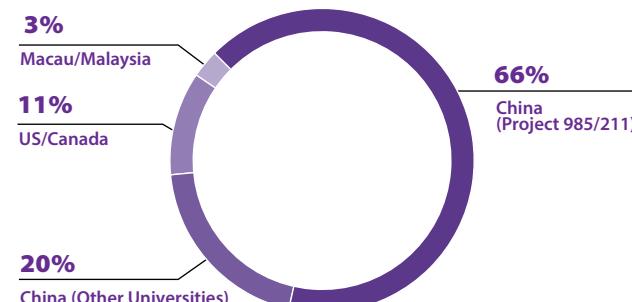
693

Average
GMAT Score
(Verbal: 34)

Academic Backgrounds



First Degree Universities



Create Your Best MScMKT Experience

Core Courses

(Total 4 courses/12 credits)



- Marketing Management
- Marketing Research
- Buyer Behaviour
- Digital Marketing

Concentration Required Courses

(Total 4 courses/12 credits)



Managerial Marketing

- Managing Service Excellence
- Integrated Marketing Communication
- Global Marketing Management
- Strategic Brand Management



Big Data Marketing

- Customer Analytics
- Social Media Analytics
- Marketing Analytics
- Machine Learning in Marketing

Elective Courses

(Total 4 courses/12 credits)



- Big Data Strategy
- Behavioral Decision Making
- Business Negotiation
- Organizational Marketing
- Practicum for Managerial Marketing
- Practicum for Big Data Marketing
- Pricing Analytics
- Strategic Marketing
- Salesmanship and Sales Management
- Special Topics in Marketing

Pre-term

- Aug 2024
- 1 core course
(Pre-requisite course)



Remark: Courses and timelines are subject to change.
The offering of elective course(s) is subject to department's decision.



Be Next In The Conversation



Liana WU
(Class of 2022)
P&G

“I have got a solid theoretical basis of marketing through the systematic teaching with real business cases, and the group projects in every lecture sharpened our analytical skills, teamwork ability, and communication skills by allowing us to apply theories to the practical situation in a team.



Francis YIP
(Class of 2019)
Huawei

“The business world is changing rapidly; only those with both innovative thoughts and great executive skills can fulfill their ambition. I believe that the study in MSc in Marketing Programme will empower you to be equipped with these qualities.



Laurel LIN
(Class of 2021)
Tencent

“In this programme, you have various opportunities to explore yourself, and everyone is supportive. I have met so many young talents and excellent professors from different fields, who gave me lots of wonderful inspiration.



Serena LI
(Class of 2017)
Oracle

“I was inspired by my excellent professors and talented classmates, who helped me uncover my potential.



Richard WANG
(Class of 2020)
Tencent

“The projects of the courses encouraged me to discover and develop my potential in different fields such as consumer understanding, data analysis, and content creation.



Lynn CHENG
(Class of 2016)
Tencent

“I learnt cutting-edge skills in big data marketing and strategic planning from great professors and industry leaders, which I now apply on a daily basis to everything from campaign creation to omnichannel media buying.



Explore Unlimited Possibilities

Graduate Career Prospects

Equipped with specialist skills in management or big data analysis, vital for the digital marketing era, you will be primed for a variety of roles in the industry of your choice.

A high percentage of our graduates find employment in the marketing, IT, consulting and banking, and finance industries, while others go into sales, analytics, e-commerce and other sectors.

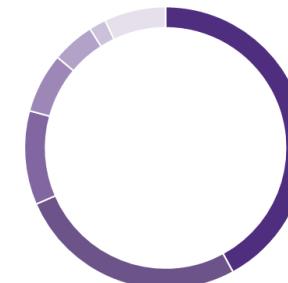
We have built strong relationships with renowned employers, including Tencent, L'Oréal China, Netease, Alibaba Group and P&G.

Employers (Partial list)

- Tencent
- L'Oréal
- Netease
- Alibaba
- P&G
- Danone
- Chinese University of HK
- Huawei
- Bytedance
- Deloitte
- Ernst & Young
- KPMG
- PWC
- Xiaomi
- Louis Vuitton
- Unilever
- Coca-Cola
- Gucci
- Mars
- Nestlé
- Colgate-Palmolive
- Johnson & Johnson
- Kuaishou
- Nike
- China Mobile
- IBM
- Nielsen
- Oppo
- Meituan
- Baidu
- Amazon China

Employment Sectors

Placement Statistics (Graduates of 2020-22)



- 42% IT, E-commerce, Internet, Telecom
- 26% FMCG, Sales & Retailing
- 11% Manufacturing, Trading, Logistics
- 7% Finance, Banking, Fintech
- 5% Accounting, Consultancy Service
- 2% Education
- 7% Others



MSc in Marketing



TAKE YOUR **NEXT STEP** FORWARD WITH US

Admissions Requirements

- A recognised bachelor's degree in any discipline (normally with second class honours/B grade and above) or equivalent professional qualification.
- Provide a satisfactory and valid GMAT or GRE score.
- Fulfil English language proficiency requirements:
 - an undergraduate degree completed in Hong Kong, a degree programme taught in English, or a recognised professional qualification with the examination conducted in English; or
 - a TOEFL report with a score not lower than 550 (paper-based) or 79 (internet-based); or
 - an IELTS (Academic Format) report with a score not lower than 6.5; or
 - a GMAT report with a verbal score not lower than 21; or
 - equivalent proof of English proficiency.

* 2-year validity period of TOEFL and IELTS results from the test date.

* 5-year validity period of GMAT and GRE results from the test date.

Application Deadline

- Admission on rolling base
- Deadline: 31 March 2024

Tuition Fee

HKD 320,000

Diversity Excellence Scholarship

Eligible students are automatically considered. No separate scholarship application is required.

Online Application

masters.bschool.cuhk.edu.hk/apply

Master of Science Programme in Marketing

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The Chinese University of Hong Kong



AACSB
ACCREDITED



Website

