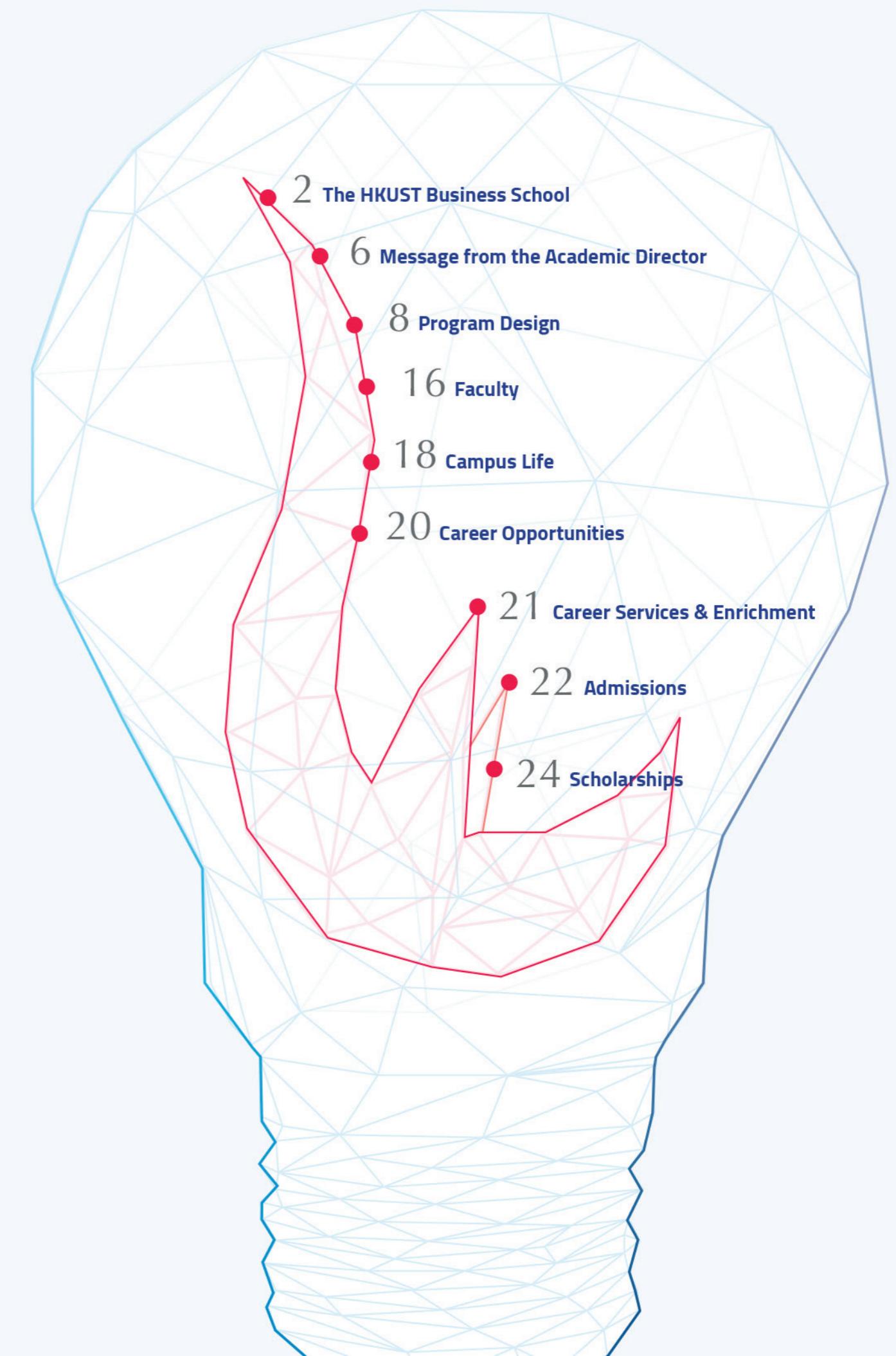
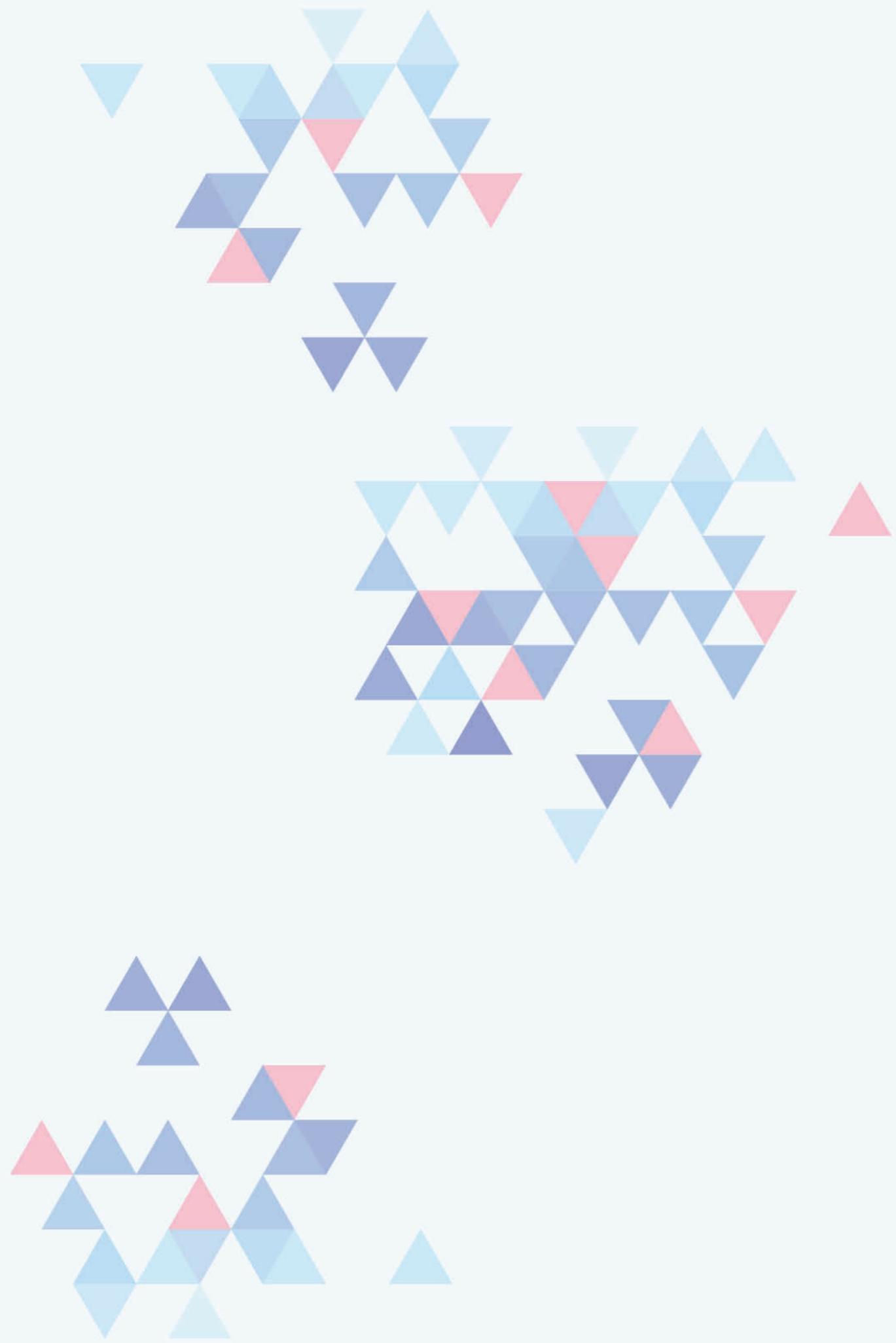


Master of Science in **MARKETING**



**Creating Marketing Value
Bringing Marketing Excellence**



01

The HKUST Business School

The School of Business and Management at the Hong Kong University of Science and Technology (HKUST Business School) is one of the youngest and most respected business schools in Asia.

Established in 1991, the HKUST Business School has risen to international prominence in a remarkably short period of time, achieving widespread global recognition and a variety of prestigious academic rankings. Always striving for excellence, our strengths lie in our full range of program offerings, the high-quality research conducted by our world-class faculty, and our diverse and high-caliber students.

The HKUST Business School is proud to be at the forefront of educational development and innovation in business thinking. We were the first business school in the region to receive accreditation from both the US-based Association to Advance Collegiate Schools of Business (AACSB International) and the European Quality Improvement System (EQUIS), two of the world's leading assessment bodies.

Our unique Asian and global perspectives are made possible by our 140-strong international faculty. These leading thinkers from diverse national, cultural, and ethnic backgrounds come together to provide our students with a consistently engaging and highly stimulating environment for learning and research. Our graduates strive to exert a positive impact on both the business world and wider society.



02

School Ranking Data

Financial Times Executive MBA Rankings

Kellogg–HKUST Executive MBA Program

No.1 in the world

in 2007, 2009–2013, 2016–2018, 2020, 2022

Financial Times Global MBA Rankings

HKUST MBA Program

Top 20

in 2010–2020

University of Texas at Dallas Top 100 Business School Research Rankings

HKUST Business School

No.1 in Asia

in 2005–2022

QS World University Rankings

HKUST Business School

No.27 in the world

in 2021

Times Higher Education Young University Rankings

HKUST Business School

No.1 in the world

in 2018–2020



***Creating Marketing Value
Bringing Marketing Excellence***



03

Message from the Academic Director

Welcome to our Master of Science (MSc) in Marketing program!

Peter Drucker, hailed by many as the father of modern management, once described marketing and innovation as the two most important areas of business. In today's digital age, with the rapid rise of social media and data analytics, finding innovative approaches to marketing is more important than ever.

In the increasingly competitive world of modern business, there is a huge demand for professionals with exceptional marketing skills, both hard and soft. The mission of the MSc in Marketing at the HKUST Business School is to equip students with the cutting-edge knowledge, tools, and decision frameworks needed to tackle real-world marketing challenges. By providing world-class teaching, research opportunities, and career support, the program prepares graduates to excel as marketing professionals — whether in large multinationals, in small businesses, or as entrepreneurs running their own enterprises.

Don't miss the chance to jumpstart your marketing career with the guidance of world-renowned faculty and on a campus with stunning views of the South China Sea. Join us on an exciting journey that will prepare you for a meaningful and rewarding future in marketing!

Professor Kristiaan HELSEN

*Academic Director
MScMARK Program
PhD, University of Pennsylvania*

04

Program Design

The Master of Science in Marketing (MScMARK) is a 1-year full-time program offering foundational courses that enable students to gain expertise in areas regarded as critical by today's employers, including data-driven marketing, digital marketing, brand management and artificial intelligence (AI). The program is best suited to students who aspire to fast-track their careers to become leading marketing professionals, particularly by joining multinationals, small or medium-sized companies, or non-profit organizations.

Providing world-class teaching carried out by a strong base of distinguished faculty and leading marketing professionals is the primary commitment of this 1-year training program. It aims to nurture graduates with the

skills and expertise necessary to devise and implement sustainable marketing strategies in the physical and digital marketplaces.

In addition to academic training, the program provides various opportunities and platforms for students to network with industry professionals and senior management to gain insights and seek career opportunities in Hong Kong and beyond. By participating in enrichment activities and attending talks by professionals, students can explore the industry landscape and develop applied skills in industry and company analysis.



05

Program Schedule

The MScMARK is a 1-year full-time program that commences in mid-August with a series of orientation activities, followed by the official start of classes in September.

Students of the program cultivate foundational marketing knowledge through a series of core courses

and accrue the latest marketing information and practical marketing skills through elective options. Across the year, the program provides outreach and networking opportunities to enrich students' business vision and expose them to the latest industry trends and first-hand marketing know-how.



06

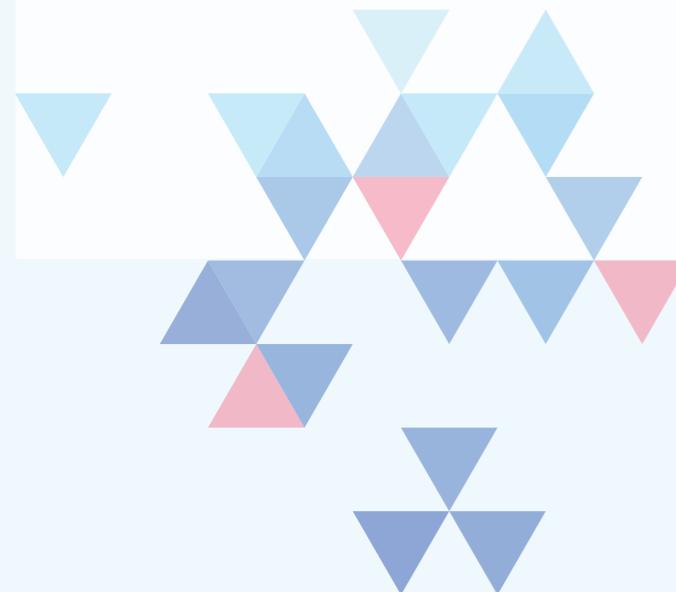
Program Curriculum

MScMARK students must complete a minimum of 30 credits (15 courses) of coursework to graduate, including 14 credits for core courses (7 courses) and 16 credits for elective courses (8 courses) offered by MScMARK. Each course carries two credits. Students are eligible to take up to 34 credits at no extra cost.

Subject to the approval of the Academic Director and university regulations governing credit transfer, students can apply for course exemption for no more than two courses (4 credits).

<i>Core Courses</i>	<i>Elective Courses</i>
14 Credits	16 Credits*
<ul style="list-style-type: none"> • Applied Marketing Research for Managers • Brand Management • Digital Marketing • Global Marketing • Marketing Analytics • Marketing Strategy and Policy • Understanding Consumers 	<ul style="list-style-type: none"> • AI in Marketing • Big Data Analytics • Business Modeling and Optimization • Digital and Social Media Strategy • Luxury Strategy • Marketing Action Learning Project • Marketing Communication • Operations Management • Pricing Strategy • Retailing • Smart Business Experiments and Causal Inference • Sustainable Marketing

*Subject to change. The list of electives offered in a given year will be announced at the beginning of each intake. Most courses are offered by the Department of Marketing.



07

Course Descriptions

CORE COURSES



Applied Marketing Research for Managers

This course provides students with a fundamental understanding of best-practice marketing research methods deployed by well-managed firms. Research design, data collection, and data analysis play important roles in marketing, and the course emphasizes the interpretation and use of results rather than their mathematical and statistical derivations. The skills developed in this course can be applied to marketing problems encountered in both business-to-consumer and business-to-business markets and by both for-profit and non-profit organizations.

Brand Management

This course provides students with an understanding of what brand equity is and how a structured approach can be used to manage and leverage brand equity to gain a competitive advantage. The course emphasizes the actual decisions made by managers and the long-term effects of their marketing actions on brand equity. Case studies are used to demonstrate common pitfalls that must be avoided to build brand equity.

Digital Marketing

This course introduces students to essential digital marketing concepts and skills. The course focuses on the decisions that managers make and the tools that they use to develop and support effective digital marketing strategies. The course focuses on the following questions. What is digital marketing? What makes a good digital marketing strategy? What new tools are used in digital marketing practice?

Global Marketing

This course introduces students to the essentials of global marketing management. It looks at how customers and firms behave and operate in the global marketplace and the strategies that marketers can use to operate successfully in this global environment.

Marketing Analytics

The course introduces the essential of marketing analytics. It first draws upon economics and marketing theories to explain why and where analytics are needed to solve marketing problems. Next, it introduces major analytics applications, including customer analytics, product analytics, pricing analytics, and advertising analytics. Emphasis is placed on the business logic and methodological principles behind these common analytics applications.

Marketing Strategy and Policy

This course provides students with an understanding of the strategic and tactical decisions made and challenges faced by a firm's marketing operations manager. Students look at how firms and customers behave and the strategies and policies that marketers can use to operate successfully in today's dynamic global environment.

Understanding Consumers

This course focuses on the customer as an individual, with an emphasis on how individual consumers react to marketing information about products and brands. Students examine basic psychological processes (e.g. motivation, attention, perception, and memory) and how they are affected by consumers' level of engagement. The course deepens students' understanding of consumer behavior by examining the roles of personal factors (e.g. self-esteem) and social factors (e.g. peer groups and other important referents) on consumer behavior and the nature and importance of cultural differences in consumer behavior around the world. Thus, students are exposed to both a micro and a macro perspective on the factors influencing customer behavior.





Course Descriptions

SAMPLE ELECTIVE COURSES



AI in Marketing

This course gives students a high-level overview of artificial intelligence (AI) technologies, concepts, and business use cases related to marketing. Through this course, students learn how to identify and leverage AI to enhance and/or disrupt business models both within marketing functions and at the larger organizational level. We also devote part of the course to exploring how the careers of marketing professionals may change in the future because of AI and help students to think about their professional development in a world where in which AI and humans will inevitably work together.

Big Data Analytics

Data play an increasingly important role in business decision-making. This course introduces the key concepts and applications of big data in relation to business analytics. Aspects of business analytics that can be addressed using big data include customer relationship management, financial trading, social media marketing, and search engine strategies. Hands-on experience of widely used data analytics tools is provided.

Business Modeling and Optimization

This course covers the scientific and technological principles of informed decision-making, with a focus on optimizing business processes. Spreadsheet decision modeling in Excel is used throughout. There is an emphasis on problem formulation, spreadsheet-based solution methods, and managerial insights. Applications to managerial decision-making problems in diverse industries and functional areas, including finance and accounting, human resources, marketing, and operations, are explored.

Digital and Social Media Strategy

This course examines how firms can use digital marketing and social media to reach, acquire, and engage customers. Topics include search and display ads, viral marketing analytics, online word-of-mouth, social media data, and mobile ads and apps.

Luxury Strategy

This course addresses the unique properties, opportunities, and challenges encountered in the luxury industry by studying various related aspects, from production and management to distribution and promotion. Students have the unique opportunity to interact with senior executives from a renowned luxury brand, who give feedback on their research, provide recommendations, and guide them to understand brand strategies and their implementation.

Marketing Action Learning Project

This team project focuses on analyzing and solving a real-world marketing challenge faced by an organization (e.g. a for-profit company or non-governmental organization). Students develop marketing consulting experience by analyzing the challenge, collaborating to produce a marketing report, and presenting their in-depth insights and recommended solution(s) to the sponsor.

Marketing Communication

Marketing communication is a part of the marketing mix that helps firms to establish and build relationships with the market by directly or indirectly informing, persuading, and reminding customers about their products or services. In this course, students develop an integrated marketing communication plan and evaluate its effectiveness.

Operations Management

This course provides an introduction to the management of business processes that produce goods or services. Topics include operations strategy, process analysis, queuing systems, inventory management, quality management, and process improvement.

Pricing Strategy

Students can learn practical tools to design pricing strategies from a marketing perspective and considers economic, strategic and psychological inputs in pricing decisions that are sustainable and generate profitable revenue streams. Through examples and case studies, it discusses the tools to assess consumer's willingness to pay, and how this information can be used to improve pricing strategies. Other popular and innovative pricing tactics, such as customization, bundling, subscriptions, versioning, freemium, online auctions and revenue management will also be covered.

Retailing

This course discusses retailing strategies designed to achieve a long-term win-win situation that benefits all players in the marketplace — consumers, retailers, and manufacturers. The focus of this course is on exploring customers' shopping behaviors and developing retailing strategies based on an understanding of why and how consumers make purchases. The course provides solid foundational knowledge of many dimensions of retailing, including merchandising, pricing, promotion, and customer relationship management.

Smart Business Experiments and Causal Inference

This course teaches students the basic principles and methods of conducting causal estimations related to business problems. The course covers the classical causal inference framework as well as different methodologies that can be used in various settings, including randomized trials, quasi-experiments, natural experiments, and observational data collection.

Sustainable Marketing

Today, a critical question in company boardrooms is no longer whether to become a good corporate citizen, but how to do so. Corporate social responsibility and sustainability have never been more prominent on corporate agendas. Marketing plays a vital role in sustainability. In this course, students explore the meaning of sustainability in the marketing context and how marketing can create value in sustainability agendas.

Faculty 9

The Department of Marketing, which administers the MScMARK program, maintains high standards for teaching, research, and service to the academic community. MScMARK students learn from international faculty who lead the world in integrating academic and industry insights in the field of marketing.

Teaching

Our faculty regularly receive recognition for their teachings, such as the HKUST Business School's Dean's Recognition for Excellence Teaching Performance and the Franklin Prize for Excellence in Teaching Awards. Members of our faculty have also won the HKUST Faculty Recognition Award, which recognizes outstanding research achievements in the previous academic year.



Prof. Anirban MUKHOPADHYAY

Chair Professor, Lifestyle International Professor of Business (PhD, Columbia University)

Research Interests: Consumer psychology, Lay theories, Motivation, Emotion, Food psychology and marketing



Prof. Jiewen HONG

Head and Professor (PhD, Northwestern University)

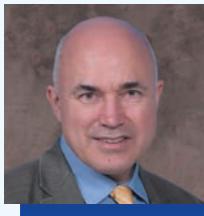
Research Interests: Consumer information processing, Affect and consumer judgment, Subjective experience in consumer judgment



Prof. Jaideep SENGUPTA

Chair Professor, Synergis-Geoffrey YEH Professor of Business and Senior Fellow HKUST Jockey Club Institute for Advanced Study (PhD, University of California, Los Angeles)

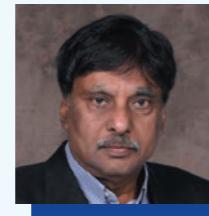
Research Interests: Consumer information processing, Persuasion and attitude strength, Effects of marketing communications, Self-regulation and self-control



Prof. Kristiaan HELSEN

MScMARK Academic Director Associate Director of Undergraduate Programs SBM (PhD, University of Pennsylvania)

Research Interests: International marketing, Marketing strategy, Empirical modeling of consumer and firm behavior



Prof. Anaimalai V. MUTHUKRISHNAN

Professor Emeritus (PhD, University of Florida / PhD, IIT Bombay, India)

Research Interests: Behavioral decision theory, Consumer judgment and decision making, Branding, Promotion



Prof. Joseph SALVACRUZ

Professor of Business Practice and Senior Lecturer (PhD, University of Kentucky)

Research Interests: Strategic marketing management, Food and agribusiness marketing, Branding, International marketing and business, Applied economics / econometrics



Prof. Ralf VAN DER LANS

Professor Program Director of PhD/ MPhi Programs SBM (PhD, Tilburg University)

Research Interests: Social networks, Social influences in consumer behavior



Prof. Amy Nicole DALTON

Associate Professor MPhil/PhD Programs Coordinator (Marketing) (PhD, Duke University)

Research Interests: Nonconscious influences and automatic consumer behavior, Self-regulation, Identity



Prof. Song LIN

Associate Professor (PhD, Massachusetts Institute of Technology)

Research Interests: Consumer learning and search, Marketing strategy, Product and pricing policies, Information economics



Research

Thanks to faculty in the Department of Marketing, the HKUST Business School ranks first among all business schools in Asia in terms of its contributions to marketing research, according to the University of Texas at Dallas's Top 100 Business School Marketing Research Rankings. From 2016 to 2020, the Department ranked 18th in the world based on the number of articles published in the Journal of Marketing Research, the Journal of Consumer Research, and Marketing Science. Furthermore, many of our faculty are Scholars of the Marketing Science Institute (MSI), designating them as among the best marketing academics worldwide.

Service to the Academic Community

Many of the Department's faculty members also serve the academic community by taking up leadership roles on behalf of top-tier journals in marketing, including the Journal of Consumer Psychology, Journal of Consumer Research, and Journal of Marketing. In addition, some faculty members serve on the editorial boards of other top journals in the field of marketing.



Prof. Ying ZHAO

Associate Professor (PhD, University of California, Berkeley)

Research Interests: Competitive marketing, Consumer choice dynamics, Interdependent consumer choices



Prof. Wenbo WANG

Associate Professor (PhD, New York University)

Research Interests: Advertising, Empirical modeling of consumer and firm behavior, Green marketing, Online marketing



Prof. Sophie Lining FAN

Assistant Professor (PhD, The Hong Kong Polytechnic University)

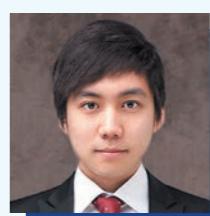
Research Interests: Social influences in consumer behavior, Consumer information processing, Motivation



Prof. Rongrong ZHOU

Associate Professor (PhD, Columbia University)

Research Interests: Consumer judgment and decision making, Motivational influences in consumer behavior, Customer experiences in services, The role of visual processing in decision making



Prof. Sang Kyu PARK

Assistant Professor (PhD, University of Florida)

Research Interests: Agents, recommendations, and preferences, Behavioral decision theory, Consumer decision making, Judgment and decision making, Online marketing



Prof. June Zijun SHI

Assistant Professor (PhD, Carnegie Mellon University)

Research Interests: Online marketing, Empirical modeling of consumer and firm behavior, Product and pricing policies, Industrial organization



Prof. Qihui CHEN

Assistant Professor (PhD, University of Maryland)

Research Interests: Status Consumption, Consumer Response to Innovation and Sustainability, Evolutionary Theory in Consumer Behavior

10

Campus Life

Study and Grow in a Relaxing Environment

HKUST is more than just a place to learn. We aim to develop our students to their full potential, preparing them to take the next step toward career success. We focus on creating a unique learning experience for each of our students and developing future business leaders who are competitive in both Asia and the global market environment.

Spread over 60 hectares in the beautiful setting of Clear Water Bay, the HKUST campus provides students with a relaxing environment in which to study and grow. Students enjoy all the benefits of a full-scale university campus in a tranquil environment.

Student amenities such as banks, medical clinics, a supermarket, a bookstore, postal services, a hair salon, a souvenir shop, and a selection of Asian and Western catering outlets are located on campus. The campus

is also home to a five-story library providing wireless Internet access and containing over 700,000 books, as well as periodicals, microfilms, 100 electronic databases, computer labs, a language-learning center, and a user center with multimedia resources. Swimming pools, a fitness center, tennis courts, an athletic track, and a soccer pitch are also available for use on campus. A wide range of amenities is also provided to encourage the pursuit of extra-curricular activities.

Public transport services are easily accessible, with the city center less than 30 minutes away. HKUST is located in East Kowloon, home to an impressive range of restaurants, malls and major supermarkets. Just 20 minutes from the main campus is Sai Kung, which is famous for its seafood restaurants, water sports facilities and country parks, which offer a wealth of hiking, mountain biking, and camping possibilities.

State-of-the-Art Campus

The Lee Shau Kee Campus, including the Lee Shau Kee Business Building and the Institute for Advanced Study, was built in 2013. Located on HKUST's main campus, the Lee Shau Kee Campus occupies about 10 hectares. Here, students can enjoy state-of-the-art teaching and learning facilities, including a dedicated area in which to work on group projects and other assignments.



11

Career Opportunities

Marketing is one of the key disciplines in business for both companies and non-profit organizations, and interest in marketing is growing around the world. Marketing know-how is in particular demand in Asia, as the region's major economies, once seen as primarily manufacturing bases, ascend the value chain and aspire to develop their own brands.

MScMARK graduates are equipped to become sought-after marketing professionals capable of making important contributions to their firms' marketing activities. A broad range of career opportunities exists within consulting, advertising, and marketing research agencies. Graduates may even wish to leverage their sophisticated marketing skills to establish their own marketing enterprises.



12

Career Services & Enrichment

The HKUST MScMARK program prepares students to start or advance their careers in marketing. The HKUST Business School's MSc Career and Professional Development team provides guidance and other dedicated services for all full-time MSc students to help them succeed. This guidance includes:

- Identifying students' unique career-related interests, values, and capabilities
- Enhancing students' job search skills, preparing them to meet workplace requirements, and helping them with career management strategies

- Providing access to opportunities for internships and full-time employment with a diverse group of recruiting firms and organizations

- Providing one-on-one career coaching and career-related workshops and other training

The MSc Programs Office also arranges various enrichment activities and networking events for MSc students. These activities enable students to network with industry practitioners, including senior management and alumni, in Hong Kong and Mainland China.

13 Admissions



Program Fees and Expenses

The MScMARK program fee for the 2024–25 intake is HK\$340,000, which covers up to 34 credits of tuition, textbooks, and course materials for required courses, as well as some enrichment activities.

Successful applicants who have accepted a place on the program are required to pay a non-refundable deposit of HK\$85,000, which will be applied to their outstanding

program fee. The remainder of the program fee is to be paid in two installments.

Travel and living expenses in Hong Kong are not included in the program fee. On-campus accommodation at HKUST is not available due to heavy demand. Students should secure their own short-term off-campus accommodation.

Admission Requirements

Applicants for admission to the HKUST MSc in Marketing program are expected to have the following credentials:

- **Satisfactory GMAT/GRE Score**

Applicants are highly recommended to have a satisfactory GMAT/GRE score. A GMAT/GRE score is not compulsory but will be taken into consideration.

- **Satisfactory Undergraduate Degree**

Applicants must hold a bachelor's degree from a recognized university or other approved institution and show a history of satisfactory academic performance.

- **English Proficiency**

A satisfactory TOEFL or IELTS score is required for applicants whose first language is not English and whose bachelor's degree was awarded by an institution where the medium of instruction is not English.

- **Work Experience**

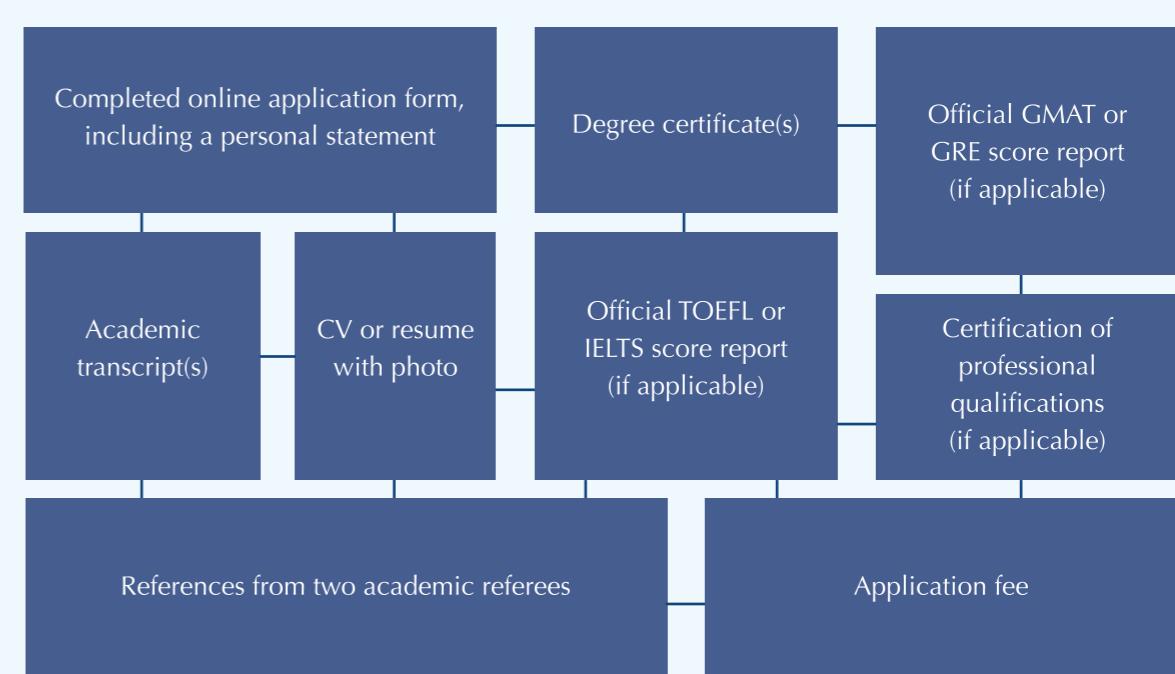
No minimum work experience is required.

Apply online NOW!



SHAW AUDITORIUM

Application Materials



Application Deadlines

Applications for the 2024–25 intake will open in September 2023. Admissions will be considered on a rolling basis. We recommend that international applicants apply as early as possible to allow sufficient time to obtain a student visa, make personal arrangements, and travel to Hong Kong.

Phase 1 15 Oct 2023

Phase 2 3 Dec 2023

Phase 3 14 Jan 2024

Phase 4 3 Mar 2024

14 Scholarships

All applicants are automatically considered for scholarships by the HKUST MScMARK Program Committee. No separate scholarship application is required.

Program Admissions Scholarship

All applicants are considered for an admissions scholarship at the program admission stage.

Dean's MSc Admissions Scholarship

All outstanding HKUST undergraduates in their final year or graduated in two years admitted to the HKUST Business School MSc program are considered for this scholarship, with a tuition waiver of up to HK\$100,000.

HKUST Business School's MSc Diversity Excellence Scholarship

All outstanding international students who are admitted to the HKUST Business School are considered for this scholarship, with a tuition waiver of up to HK\$100,000.

Program Academic Achievement Scholarship

Admitted students who consistently excel in academic performance and professional development are eligible for this award.



HKUST Business School
Master of Science in Marketing

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