MSc in Marketing

MSc in Marketing is designed to nurture marketing professionals and entrepreneurs. After finishing this programme, students should be able to acquire advanced knowledge of marketing philosophy, principles and techniques; develop critical awareness of contemporary strategic marketing issues from international perspectives; apply analytical tools including state-of-the-art software commonly used in marketing to respond operationally on the dynamic, complex marketing environments and to make sound marketing decisions; and develop a keen social conscience, through application of high ethical standards in the field of marketing.

**Programme Structure**[**To Apply**](https://www.cityu.edu.hk/pg/taught-postgraduate-programmes/apply-now)

Core Courses (total 18 credit units)

|  |  |  |
| --- | --- | --- |
| **Course Code** | **Course Title** | **Credit Units** |
| [**MKT5610**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5610.htm)**\*** | **Marketing Strategy and Planning** | **3** |
| [**MKT5611**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5611.htm)**\*** | **Consumer / Buyer Behaviour** | **3** |
| [**MKT5612**](https://www.cityu.edu.hk/catalogue/pg/202324/course/MKT5612.htm)**\*** | **Applied Marketing Research** | **3** |
| [**MKT5616**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5616.htm)**\*** | **Marketing Innovation and Practicum** | **3** |
| [**MKT6614**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT6614.htm)**\*** | **Advanced Marketing Analytics** | **3** |
| [**MKT6615**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT6615.htm)**\*** | **Marketing Engineering** | **3** |

Programme Electives^ (minimum 12 credits)

|  |  |  |
| --- | --- | --- |
| **Course Code** | **Course Title** | **Credit Units** |
| [**MKT5640**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5640.htm) | **Strategic Retail Management** | **3** |
| [**MKT5641**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5641.htm) | **Chinese Business Culture and Marketing** | **3** |
| [**MKT5642**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5642.htm) | **Financial Services Marketing** | **3** |
| [**MKT5643**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5643.htm) | **Global Marketing** | **3** |
| [**MKT5644**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5644.htm) | **Digital Marketing** | **3** |
| [**MKT5645**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5645.htm) | **Customer Relationship Management** | **3** |
| [**MKT5646**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5646.htm) | **Advertising and Integrated Marketing Communications** | **3** |
| [**MKT5647**](https://www.cityu.edu.hk/catalogue/pg/202324/course/MKT5647.htm) | **Strategic Marketing** | **3** |
| [**MKT5648**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5648.htm) | **Social Media Marketing** | **3** |
| [**MKT5649**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT5649.htm) | **Managing Services and Experiences** | **3** |
| [**MKT6613**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT6613.htm)**\*** | **Brand Marketing** | **3** |
| [**MKT6648**](https://www.cityu.edu.hk/catalogue/pg/201920/course/MKT6648.htm) | **Advanced Marketing Practices** | **3** |

Students may also consider taking any other taught postgraduate courses offered by Departments under College of Business as electives, which is subject to the Programme Director’s approval (maximum 3 credit units).

Total: 30 Credit Units