



Bachelor of Business Administration (Honours) in Marketing (BBA-MKT)

市場學工商管理(榮譽)學士



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG
市場學系
Department of Marketing



School of Business
The Hang Seng University of Hong Kong

Programme Characteristics

課程特色

The programme aims to equip aspiring marketing talents with cutting-edge knowledge and skills to navigate 21st-century global digital opportunities and challenges, emphasizing experiential, interactive learning through a case-based approach to inspire students to identify business opportunities while developing problem-solving, creativity, and strategic thinking skills.

本課程旨在培育市場營銷專才，掌握前沿知識和技能，以應對21世紀全球數碼時代的機遇與挑戰。課程強調以案例教學為基礎的體驗式互動學習，啟發學生探索商機，同時培養解難能力、創造力及策略思維。

Our Teaching Team



教學團隊

The Department of Marketing consists of a well-balanced mix of full-time and part-time instructors, all with advanced degrees from major universities in Australia, Canada, Hong Kong, the UK, and the USA. Apart from teaching, they also consult for a variety of corporations and conduct original research to advance knowledge.

市場學系由多名全職和兼職教學人員所組成，他們分別在香港、澳州、加拿大、英國或美國的主要大學取得高等學位。團隊具備豐富教學經驗，其學術研究及實務經驗亦常為學界和商界作出貢獻。





HSUHK MKT x CTF Life Marketing Mini-Hackathon



實務經驗

Several faculty members have run their own businesses in food services, import/export, IT, logistics, machinery, and real estate. Other members have worked or consulted for companies in a wide range of industries, including advertising, banking and financial services, energy and resources, government departments and NGOs, IT, product management, retailing, and social media.

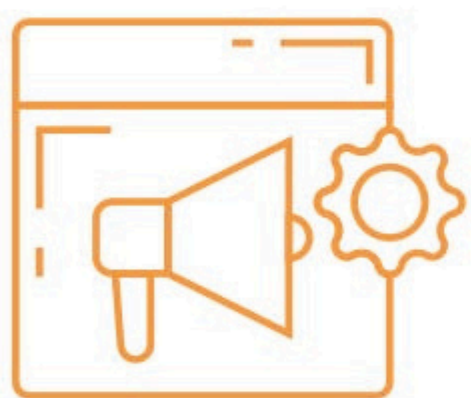


Advertising and IMC-Microfilm Competition

市場學系老師有豐富的創業經驗，多位曾經營食品、出入口、資訊科技、物流、機械和房地產等業務。其他老師曾於多個行業擔任要職或顧問，包括廣告、銀行、金融服務、能源供應、政府部門、非牟利團體、資訊科技、產品開發、零售及社交媒體。

After four years, the BBA-MKT graduates
will enter the job market fully ready to:

完成四年課程後，我們的畢業生將具備
以下特質，邁進職場：



發展網絡及門市
勝任海內外職場
滿足客戶展所學





Manage traditional and digital operations
Advance personal and organisational goals
Recognise global trends in the local context
Keep a high level of professionalism and ethics
Excel in communication skills and teamwork
Transcend cultural and national boundaries



HSUHK x PARKnSHOP Idea Co-creation Programme



Learning Blueprint for Year 1

大一學習藍圖

Foundational Curriculum 基礎課程				
Principles of Marketing 市場學原理	Business Economics 1 商業經濟學(一)	Liberal Arts Education 博雅教育	University English I 大學英文(一)	Freshmen Chinese 大一國文
Principles of Management 管理學原理	Business Economics 2 商業經濟學(二)	Probability and Statistics 概率與統計學	University English II 大學英文(二)	Chinese Literature Appreciation 中國文學欣賞



Learning Blueprint for Year 2

大二學習藍圖

Foundational Curriculum 基礎課程				
Contemporary Information Technologies 當代資訊科技	Financial Accounting 財務會計	Financial Management 財務管理	English for Academic Purposes 學術英語	FuturEdge Elective 1 FE選修單元(一)
Operation and Supply Chain Management 營運與供應鏈管理	Management Accounting 1 管理會計(一)	Applied Putonghua 應用普通話	Major Elective 1 主修選修單元(一)	FuturEdge Elective 2 FE選修單元(二)



Learning Blueprint for Year 3

大三學習藍圖

Professional Curriculum 專業課程

Marketing Research 市場研究	Hong Kong Business Law 香港商務法	FuturEdge Elective 3 & 4 FE選修單元(三)&(四)	Free Elective 1 & 2 選修單元(一)&(二)	English for Professional Communication 專業英語傳意
Major Electives 主修選修單元				
Advertising and IMC 廣告與整合營銷傳播 Brand Management 品牌管理 Consumer Behaviour 消費者行為學		Global Marketing 環球市場學 Retail and Channel Management 零售及渠道管理 Event Marketing and Management 活動營銷及管理		

Forging Your Career Path

打造你的職業道路



CEO Talk - Wheelock Properties Ltd.



Alumni Mentorship Programme

“One Student, One Internship” Scheme 「一學生一實習」計劃

The internship programme (local, mainland, global, government) enables students to apply the knowledge learnt from a classroom setting to real-life business situations. The on-the-job training and the internship projects that are closely supervised by our experienced tutors enable students to turn their knowledge into practice, making the learning experience more rewarding and challenging. Participating enterprises include:

實習計劃(本地、內地、全球、政府)旨在讓學生把市場學知識實際應用於工作上。通過在職訓練及導師悉心的指導，同學能夠學以致用，獲取寶貴的學習經驗。參與機構包括：

- Hang Seng Bank 恒生銀行
- MTR 港鐵公司
- The Langham Hong Kong 香港朗廷酒店
- HKTDC 香港貿易發展局
- HSBC 匯豐銀行
- Hong Kong Disneyland 香港迪士尼樂園
- Hong Kong Jockey Club 香港賽馬會
- Hospital Authority 醫院管理局
- Bank of China 中國銀行
- Hong Kong Telecommunications 香港電訊
- Pacific BMW 太平洋寶馬
- Hongkong Post 香港郵政



Learning Blueprint for Year 4

大四學習藍圖

Professional Curriculum 專業課程

Strategic Marketing 策略市場學	Business Policy and Strategy 商業政策及策略	FuturEdge Elective 5 FE選修單元(五)	FuturEdge Elective 6 FE選修單元(六)	Free Elective 3 選修單元(三)
Major Electives 主修選修單元				
AI & E-Marketing 人工智能與電子市場學 Marketing in China 中國市場學 Services Marketing 服務市場學	Customer Relationship Management 客戶關係管理 Sales Force Management 銷售人員管理 Business to Business Marketing 企業市場學	Senior Year Project 專題研究 Social Media Marketing 社交媒體市場學		



CTF Life+ Case Competition 2026 – Grand Finale
周大福人壽·創想實驗室 大專生專題比賽 2026 – 決賽入圍獎



The 6th Youth Elite Aspiration Program 2025 (YEAP) – Champion
2025年第六屆「專資青年追夢計劃」- 冠軍隊伍



2nd runner-up in the HSBC/HKU Hong Kong Business Case Competition 2024
2024 滙豐／香港大學香港區商業案例比賽季軍



Cyberport University Partnership Programme (CUPP) Web3 2024
第九屆「數碼港·大學合作夥伴計劃 2024」
Cyberport Creative Micro Fund HK\$100,000
「數碼港創意微型基金」港幣十萬元



Bronze Medal in the World Asian Business Case Competition 2022
世界亞洲商業案例大賽 2022 銅牌
Best Case Research Paper of the Year – Academy of Asian Business Review (AABR)
年度最佳商業案例



Silver Medal in LEGO® BRICKthrough Challenge 2019
2019 LEGO® BRICKthrough Challenge 銀獎

Career Prospects & Further Studies

就業及升學

BBA-MKT graduates have embarked on diverse career paths, with some pursuing advanced degrees and others launching careers in roles such as:

BBA-MKT 畢業生開啟了多元化的職業道路，其中一些選擇追求更高學歷，而另一些人則從事以下職位：



Steph TSANG
Associate Director
Digital Wealth Management
Standard Chartered Bank
(Hong Kong) Limited



Tommy CHIU
e-Commerce Manager
MTR Corporation Limited



Daphne CHEUNG
Supervisor
GroupM Communication
Hong Kong Limited



Vincent NG
Director
World One PR & Marketing Limited



Sally CHAN
Marketing Officer
Branded Product Department
Maxim's Caterers Limited



Jay LAM
Strategy Specialist
Green Tomato Limited

Words from



HSUHK MKTers

恒大BBA-MKT學生感言



The exchange experience, along with other learning opportunities, has enhanced my adaptability and problem-solving skills, enabling me to remain competitive in the job market.

透過海外交流及其他學習機會，我提升了適應力和解難技巧，並明確職涯方向，從而在職場上保持競爭優勢。

Nebula HUNG

Management Trainee, Chow Sang Sang
Graduate 2025

Receiving this scholarship has fuelled my passion for community service. The BBA-MKT programme inspires me to give back to society and fulfil the true value of my life.

獲得這份獎學金激發了我投身社區服務的熱誠。BBA-MKT課程啟發我要回饋社會，實現人生的真正價值。

Angus LEE

Year 4 Student 2025

HSBC Hong Kong Scholarship 2024/25

HSBC Scholars Day 2025



You don't need a perfect idea to begin; simply participating in a competition is a meaningful step forward, and every experience—win or lose—will sharpen your skills.

不需要完美的點子才行動，勇於參加比賽就是有意義的一步。每一次經歷，不論勝負，都能磨練多方面的能力。

Nelson Wong

Year 4 Student 2025

“Cultural Challenge in Hong Kong” :
HSUHK Innovation Project Competition 2026
Champion & Honourable Mention (Innovativeness)

Overseas Exchange



海外交流



Germany



Finland



France



Australia



United States of America



Japan





ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants are welcome to submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System. For enquiries on the admission process, please contact the Registry.

歡迎有意申請者透過恒大網上入學申請系統遞交申請。如對申請手續及相關程序有任何查詢，敬請聯絡本校教務處。

- ☎ Tel. 電話： 3963 5710
- 🌐 Website 網頁： <https://registration.hsu.edu.hk/oap/>
- ✉ Email 電郵： ugadmission@hsu.edu.hk



Admission Website
入學申請網頁



Programme Website
課程網頁



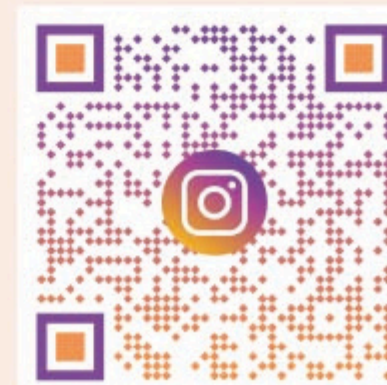
Department Website
學系網頁

ENQUIRIES ON PROGRAMME 課程查詢

For further information, please contact the Department of Marketing.
如對課程有任何查詢，敬請聯絡市場學系。

- ☎ Tel. 電話： 3963 5433
- ✉ Email 電郵： mkt@hsu.edu.hk
- 📍 Address 地址： Hang Shin Link, Siu Lek Yuen, Shatin, N.T. 新界沙田小瀝源行善里

For updates on programme events, please follow our social media.
請關注我們的社交媒體，以獲取本課程的最新資訊。



In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail. 本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee. 香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of July 2026. 有關資料更新至2026年7月。

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