

# Bachelor of Commerce (Honours) in MARKETING

市場學商學士 (榮譽) 學位課程

## PROGRAMME FEATURES

Bringing real world challenges into the classroom, this programme focuses on the latest marketing trends, technologies, and strategies. The programme aims to cultivate socially responsible marketers with a strong sense of social entrepreneurship and a solid foundation in digital marketing. By combining excellent teaching, a supportive environment, and a strong alumni network, we prepare students for careers in marketing and business management.

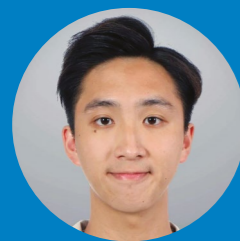
- Equips students with academic knowledge and advanced practical skills in a variety of marketing fields, including digital marketing, brand management, event marketing, marketing research, and social entrepreneurship.



## CAREER PROSPECTS

This programme is designed to prepare graduates for a wide variety of careers, including those in marketing, advertising, branding, event marketing, content marketing, public relations, marketing research, and data analytics. Moreover, the programme addresses the recent surge in demand for marketing practitioners in small businesses, digital marketing, and social enterprises.

## ALUMNI SHARING



In the BCom (Hons) in Marketing programme, students will acquire comprehensive knowledge and practical experience through an array of excellent courses, practical workshops, and real-life experiences. These experiences helped me strengthen my interpersonal skills and my ability to generate ideas, both of which are fundamental to my career success.

**JEFFERY LAM (GRADUATE OF 2018)**  
SENIOR MARKETING OFFICER  
LINK ASSET MANAGEMENT LIMITED



**DR. CONNIE LI**  
PROGRAMME DIRECTOR

We strive to foster a caring and experience-based learning environment for our students. We do this by providing students with ample opportunities to integrate their knowledge through international internships, practicums, and business field study.

Our programme is committed to nurturing students to be socially responsible marketers who make a positive change in the communities they serve.

## PROGRAMME STRUCTURE

### MAJOR CORE COURSES (15 UNITS)

- BCom Marketing Project
- Business Communications for Marketing
- Strategic Management
- Financial Management for Marketing Professionals
- Legal Aspects of Marketing

### MAJOR REQUIRED COURSES (21 UNITS)

- Marketing Research Methods
- Global Marketing
- Socially Responsible Marketing
- Strategic Digital Marketing
- Social Venture Planning
- Strategic Marketing
- Brand Management

### MAJOR ELECTIVE COURSES (27 UNITS)

#### Digital Marketing Domain

- Event Marketing
- Integrated Marketing Communications
- Marketing Analytics

#### Social Entrepreneurship Domain

- Community Development for Social Entrepreneurship
- Fundamentals of Social Entrepreneurship and Social Impact

#### Experiential Learning Courses

- BCom Global Marketing Field Study
- International Marketing Internship
- Marketing Field Study for Social Entrepreneurship
- Marketing Internship

#### Marketing Strategy Domain

- Business to Business Marketing
- Consumer Behavior
- Entrepreneurial Marketing
- International Business: Market, Operations and Strategies
- Retailing
- Leisure Marketing
- Sales Management
- Services Marketing
- Sports Marketing

#### Recommended Elective Courses from other Programmes

- Developing Managerial Skills
- Media Business Environment

### GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Marketing Practicum for Social Entrepreneurship\*

\* This GE capstone course will be open to all self-funded undergraduate students. Students may select a GE capstone course offered by different self-funded undergraduate programmes.

#### Remarks:

1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. The College reserves the right to make changes to these courses without prior notice.



## TUITION FEE

For local applicants:  
**HK\$43,890** per semester

Students are required to complete 66 units in two years at HK\$2,660 per unit.

For non-local applicants:  
HK\$55,275 per semester;  
at HK\$3,350 per unit.



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