



A Locally Accredited Programme
Recognised at Level 5 of the Hong Kong
Qualifications Framework, same standing
as the **Local Bachelor's Degrees**

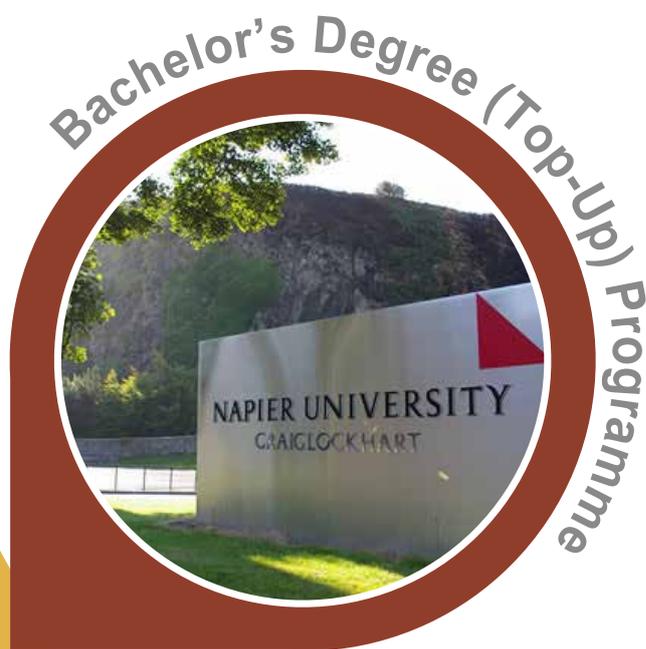
BA / BA (Hons) Marketing Management

市場營銷管理文學士

市場營銷管理榮譽文學士

Full-time • Year 2013 • 10th Intake • Programme Code: 133-19310
(6 Intakes were as the BA / BA (Hons) Marketing Management with Business Studies)

Part-time • Year 2013 • 1st Intake • Programme Code: 133-29180



Bachelor's Degree (Top-Up) Programme

BAMM



香港城市大學
City University
of Hong Kong

SCOPE

School of Continuing and Professional Education
專業進修學院

www.cityu.edu.hk/ce/bamm



This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (ref. nos.: 452008 [BA(Hons)] & 452009 [BA]). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.



資歷架構
Qualifications
Framework

QF Level : 5

QR Registration No: 12/000153/5 [BA(Hons)] 12/000154/5 [BA]

Validity Period: 1 Sep 2012 to 31 Aug 2016

Edinburgh Napier University

Edinburgh Napier University is a dynamic, innovative and forward-looking institution dedicated to supplying educational services which are relevant to the needs of today's students and employers.

By offering creatively designed courses, flexible study methods and accessible routes to higher education we equip our graduates for success in a competitive job market.

We are a truly international university, with over 5,000 students throughout the world studying with Edinburgh Napier University, including in Edinburgh and with its partners in China, Hong Kong, India and Singapore.

Queen's Anniversary Prize Winner

We have been awarded the Queen's Anniversary Prize for Higher and Further Education for 2009.

This is the first occasion in the history of the University that we have received this highly prestigious prize, which is awarded biennially to reward universities and colleges that demonstrate work of a world-class standard of excellence.

The Business School

As the largest and one of the most modern Business Schools in Scotland, we offer a wide range of internationally recognised courses leading to awards of Bachelor, Masters and Doctorate degrees, including BA (Hons), MSc, MPhil, DBA and PhD.

The Business School has been working with SCOPE at City University of Hong Kong since 1997, providing learning opportunities for students in Hong Kong to articulate from their associate degree and diploma programmes onto a number of our honours degree and degree programmes.

The School of Marketing, Tourism & Languages is one of three schools within The Business School. The School is the home for a group of five related subject areas: Marketing Management; Tourism Management; Festival & Event Management; Hospitality Management and Business Languages.

Edinburgh Napier University Scholarship

Scholarships are offered to students on this programme, with outstanding prior academic achievements. An award is also offered to an Honours student with outstanding performance in the programme.

★ Did you know?

Edinburgh Napier University's recent achievements include:

- Ranked one of the UK's top universities for graduate employability by the Higher Education Statistics Agency (HESA, 2011).
- 93.6% of our graduates are in work or further study six months after graduating (HESA 2011).
- The Telegraph newspaper listed us as one of the top ten UK universities for 'getting a job' (July 2012).
- One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world's leading professional body for practising marketers).
- The largest UK provider of higher education in Hong Kong, with particularly large numbers in Business, Marketing and Finance.
- Has more than 8,000 graduates in HK, with over 1,000 graduating in January 2013 alone.
- Has been offering Marketing programmes in HK since 2000.
- Over 2,600 students studying in HK in 2011/12.
- 91% student satisfaction overall with The Business School, National Student Survey (UK) 2012.
- 93% student satisfaction in Marketing (8th out of 50 in the UK), National Student Survey 2012.
- BA (Hons) Marketing Management, Key Information Sets 2012/13: 90% agreed that staff are good at explaining things and 83% agreed that staff made the subject interesting.
- For Business and Management (including Marketing), Edinburgh Napier was ranked in the Top 40 and is in the Top 10 modern universities in the UK, the Guardian University Guide 2013 and the Sunday Times University Guide, 2013.



Words from...

Academic Staff

“Edinburgh Napier University is one of the top modern professional universities in the UK and in Hong Kong for Business and Finance. The Business School has been delivering a full-time top-up degree in the marketing field to ordinary and honours level with CityU since 2004. In 2010, we have been offering the same BA/ BA (Honours) Marketing Management degree as in the UK. This includes a number of exciting modules in marketing and two in management. A highlight for many students is the opportunity in the Live Project module to work on a real-life marketing problem in Hong Kong with a local organization.

With over 700 graduates from BAMB and the previous marketing degree, and a current class of over 170, this is one of SCOPE’s most popular top-up courses. Edinburgh Napier staff have enjoyed teaching our Hong Kong undergraduates, whom we have found to be hard-working, well-motivated and, best of all, successful! Failure in previous years has been extremely rare with about 90% of students gaining an honours degree and 10% electing to leave with an ordinary degree. This excellent record shows how students have managed to combine their academic study of the theory of marketing with the ability to apply it to practical situations.

We look forward to working with Hong Kong students and our experienced SCOPE colleagues again to make the BAMB degree as successful as always. What’s more, as one of the top universities in the UK for the employability of its graduates, we expect Hong Kong graduates from our BAMB degrees to be just as successful.”

**Mr John Revuelta, Programme Leader
The Business School, Edinburgh Napier University**

“As a career, marketing is full of excitements and at the same time highly demanding. The development of globalization together with the emergence of China as the second largest economic entity in the world have unveiled unprecedented opportunities but also challenges to the business community particularly marketing people in Hong Kong. Drawing on our UK partner’s expertise in marketing theories and practices in international context plus CityU teaching staff’s strength in knowledge, experience and skills for marketing regionally our program aims to prepare young

people to meet these challenges and develop themselves to be successful marketing professionals. Through our training the graduates of our programme were well equipped to take up various marketing positions in business organizations and government departments as well as pursue further studies in marketing or related fields.”

**Dr Paul Ng, Programme Leader
School of Continuing and Professional Education**

Graduate

“I am glad that I decided to study Edinburgh Napier University programme although I gave up the chance of studying for a local degree. The BAMB programme emphasize on theoretical application which helps to enhance students’ critical thinking. ‘Live Project’ module enables us to cooperate with companies and strengthens students’ problem solving skills in real life situations. Besides, graduation dissertation offers students an opportunity of analyzing their interested social issues. Undoubtedly, it would be a big challenge but it equips students with variety of techniques for future career.”

**Tammi TAM Hiu-Ming
Graduate 2012
Awardee of The Director’s List 2012**

Organisation

“I was honoured to work with students from Edinburgh Napier University’s BA Hons Marketing Management course in Hong Kong on a live project, which involves students working on a real life marketing issue and coming up with solutions. I’m originally from Edinburgh so I know Edinburgh Napier University well - the University’s standards and qualifications are really good quality, which is one of the reasons I agreed to get involved. I am very glad that I did. I was so impressed with the students ideas and professionalism during the project that I hired two of the University’s students as interns with the aim to hire at least one of them full time in the future.”

**Ms Mandy Queen
Founder and Managing Director of CRED
Communications Ltd
Host Organisation on Live Project**



Programme Aims

Effective marketing and good management are at the heart of every successful company. This involves making the world aware of your products through marketing campaigns and taking advantage of new technologies to reach as many customers as possible. It also requires strong leadership and project management skills. This course provides you with the business and creative skills needed to succeed in this fascinating and challenging area.

The programme aims to

- develop critical and analytical approaches to marketing management and associated disciplines;
- develop in students key transferable skills;
- develop in students a knowledge of the relationship between marketing and other business activities;
- equip students with the necessary knowledge for a career in marketing management and associated disciplines and
- develop in students a competence in applying marketing theory to practical situations.

Special Features

Comprehensive

This is a specialized business programme which covers a comprehensive range of marketing management areas. It provides you with the business and creative skills needed to succeed in this fascinating and challenging area.

Practical use of Academic Marketing Knowledge

The programme requires both academic skills and the ability to apply them in a context linked to business practice, primarily in marketing and related functions.

Real-life Marketing Experience

Live Project: In this optional module a student team is briefed by a Hong Kong organization on a real marketing task or marketing problem. They evaluate the problem, design a marketing plan to solve it and present their solution in a detailed report and in a presentation to the organization and their tutor. This gives them experience of real-life marketing.

HKCAAVQ Accreditation

This BAMB programme has been accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) as a locally accredited top-up degree programme to reach HKQF Level 5, which is equivalent to the standing of bachelor's degrees offered by local universities in Hong Kong.

Programme Structure

Full-time Programme

Duration: BA – 9 months / BA (Hons) – 12 months + 3 months for the Dissertation

BA / BA (Hons)		BA (Hons)
Trimester 1	Trimester 2	Trimester 3
<ul style="list-style-type: none"> • Brand Management (20 credits) • International Marketing (20 credits) • Marketing Research & Communication (20 credits) 	<p>Option 1: 3 modules</p> <ul style="list-style-type: none"> • Service Management (20 credits) • Market Analysis (20 credits) • Strategic Management in a Global Context (20 credits) <p>Option 2:</p> <ul style="list-style-type: none"> • Live Project#(40 credits) <p><i>Plus any one of the modules in Option 1</i></p>	<ul style="list-style-type: none"> • Leadership in a Changing Environment (20 credits) • Marketing Management in Practice (20 credits) • Emerging Markets (20 credits) • Dissertation (40 credits)

Part-time Programme

Duration: BA – 12 months / BA (Hons) – 20 months

BA / BA (Hons)			BA (Hons)	
Trimester 1	Trimester 2	Trimester 3	Trimester 4	Trimester 5
<ul style="list-style-type: none"> • Brand Management (20 credits) • Marketing Research & Communication (20 credits) 	<ul style="list-style-type: none"> • International Marketing (20 credits) • Market Analysis (20 credits)* 	<ul style="list-style-type: none"> • Service Management (20 credits)* • Strategic Management in a Global Context (20 credits)* • Live Project# (40 credits)* 	<ul style="list-style-type: none"> • Leadership in a Changing Environment (20 credits) 	<ul style="list-style-type: none"> • Marketing Management in Practice (20 credits) • Emerging Markets (20 credits)
<p>* Undertake Three 20-credit modules OR any One 20-credit module plus 40-credit Live Project module</p>			<ul style="list-style-type: none"> • Dissertation (40 credits) 	

Enrolment quota applies



Career Prospects

The qualification will give you excellent career prospects as you will graduate with industry relevant skills and knowledge, preparing you for work in one of the following areas:

- Marketing management
- Brand management
- Advertising
- Market research
- Public relations

Programme Delivery

The programme will be delivered through face-to-face lectures conducted by academic staff of Edinburgh Napier University and City University of Hong Kong (CityU) and supported by tutorials taught by CityU academic staff.

Teaching and Learning

Venue

Classes will be held at SCOPE Learning Centres in Kowloon Tong, Tsim Sha Tsui East and/or other designated venues.

Student Support

Students will have access to the CityU Library, CityU Computing Services Centres and the online resources provided by Edinburgh Napier University.

Assessment and Award

All modules are assessed by coursework and examination or a second coursework. Students will receive the award of BA Marketing Management or BA (Hons) Marketing Management conferred by Edinburgh Napier University upon successful completion of the programme in accordance with the programme requirements.

Further Study

Students who have completed this programme may be considered for further study at postgraduate level.

Admission Requirements

Holders of Associate Degree (AD) or Higher Diploma (HD) in any business or service related studies with at least one module taken in marketing fundamentals and another module in statistics, mathematics or other suitable quantitatively-oriented subject or equivalent qualifications.

** Students without any study of marketing fundamentals may also be considered. Students will be required to study an additional marketing bridging course in the summer.*

** Students whose qualifications do not quite meet the above requirements, but with over two years marketing or sales experience, may be interviewed and considered under the Recognition of Prior Learning for Credit procedures for uncertificated learning. These students will usually be applicants for the part-time programme.*

Fees

Application Fee:

HK\$140 (to be paid at the time of application)

Tuition Fee:

HK\$95,700 [BA (Hons)]

[payable in 3 instalments (full-time mode) / 5 instalments (part-time mode)]

HK\$52,200 [BA]

[payable in 2 instalments (full-time mode) / 3 instalments (part-time mode)]

** The tuition fee are payable by installments according to the number of modules taken in a trimester (HK\$8,700 for 20 credit module and HK\$17,400 for 40 credit module).*

Graduation Fee:

HK\$400 (payment upon admission)

** All fees paid are non-refundable and non-transferable.*

** In the case of re-assessment and retaking a module, additional fees will be charged.*

Financial Assistance

Continuing Education Fund (CEF)*

Some modules of the programme have been included in the list of reimbursable courses under the Government's Continuing Education Fund (CEF). For details, please visit the government's website: www.sfaa.gov.hk/cef/intro.htm.

Education Grant and Loans*

Eligible students enrolled in the full-time programme can apply for government grant and loans under the Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) schemes. For details about eligibility requirements, please visit the government's website: www.sfaa.gov.hk.

Non-means-tested Education Loan (NLS)

Students who are not covered under FASP and NLSPS can apply for the government loan under the Non-means-tested Loan Scheme (NLS). For details, please visit the government's website: www.sfaa.gov.hk.

* Eligible students can only apply for either FASP or CEF before commencement of the programme.

Application Procedures

- A completed application form, together with copies of required supporting documents, should be sent to SCOPE on or before the deadline.
- Shortlisted candidates may be required to attend an interview.

Online Enquiries of Application Status

An acknowledgement of your application will be sent to you via email. Enquiries about your application status can be made at our website: www.cityu.edu.hk/ce/enrol/que 7 working days after submission of your application form.



Live Project Sharing Evening 2012

Important Dates

Application Deadline

30 June 2013

(Qualified applicants are accepted on a first-come, first-served basis)

Commencement

September 2013

Enquiries

School of Continuing and Professional Education

Location : LG/F., Academic Exchange Building,
City University of Hong Kong,
Tat Chee Avenue, Kowloon, Hong Kong

Tel : 3442 5376 / 3442 7423
Fax : 3442 0399
Email : team3@scope.edu
Website : www.cityu.edu.hk/ce/bamm

Academic Enquiries

Full-Time programme

Programme Leader: Dr Paul Ng
Tel : 3442 7644
Email : cm011155@cityu.edu.hk

Deputy Programme Leader: Mr Y O Lam
Tel : 3442 7119
Email : cmyolam@cityu.edu.hk

Part-Time Programme

Programme Leader: Mr C N Lo
Tel : 3442 8573
Email : cmcnlo@cityu.edu.hk