

# METASCOPE

A well recognised  
& flexible programme suitable for

**Sub-degree Holders**

**BA and BA (Hons)**

# Marketing Management

Part Time 2023-2024

11<sup>th</sup> Intake  
Course Code:  
233-29180

BA and BA (Hons) Marketing Management are exempted programmes 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 recognise any qualification to which these programmes may lead.  
The first intake of full-time mode was offered in year 2004.

**SCOPE**  
School of Continuing and Professional Education  
專業進修學院  
香港城市大學  
City University of Hong Kong

Edinburgh Napier  
UNIVERSITY



資歷架構  
Qualifications  
Framework

BA and BA (Hons) Marketing Management are recognised  
under the Qualifications Framework.

QF Level : 5

QR Registration Number : 12/000154/5 [BA]/

12/000153/5 [BA (Hons)]

Validity Period : 1 Sep 2012 to 31 Aug 2025



[www.scope.edu/topup/BAMM](http://www.scope.edu/topup/BAMM)



## Edinburgh Napier University

Edinburgh Napier University is one of CityU SCOPE's largest UK partners of Higher Education in Hong Kong. Edinburgh Napier delivers the skills and experience that matter. It combines professional know-how with an academic approach and work-related learning to help its students succeed beyond university. Meanwhile, its research shapes the world around us, improving lives in Scotland and across the globe.

Edinburgh Napier is one of the largest universities in Scotland, with over 21,000 students. It is split into five Schools: The Business School, School of Arts & Creative Industries; School of Computing, Engineering & the Built Environment; School of Applied Sciences; and School of Health & Social Care. The University has approximately 1,500 staff and offers around 300 undergraduate and postgraduate programmes, as well as an extensive range of short courses for industry and commerce. Many of its short courses have been tailored to fit international clients' needs and are delivered abroad.

### **The Business School**

The Business School is one of the largest and modern Business Schools in Scotland with more than 8,500 students. It offers a wide range of Business, Finance, Hospitality and Tourism courses at undergraduate and postgraduate levels. 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 is the home to four subject groups, namely: Management; Accounting, Finance & Law; Tourism & Languages, and Marketing. The Marketing subject group offers Marketing undergraduate and postgraduate degrees in the UK and Hong Kong. Our degrees focus on Marketing Management at both the strategic and tactical levels.

### **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.

### **Overseas Study Opportunity**

In Trimester 2 students on this programme will have a valuable opportunity to study in the UK campus of Edinburgh Napier University for a whole trimester. Bursaries may be available for eligible students.

### **Summer International Festivals in Edinburgh**

Students will have an opportunity to visit to Scotland in the summer for two weeks. They will have the opportunity to learn about Scottish culture and participate in the Edinburgh International Festival. Bursaries may be available for eligible students.

## ★ Did you know?

**Edinburgh Napier University's recent achievements include:**

Top 10 rankings

#Top-ranked Modern University in Scotland - Times Higher Education World University Rankings 2023

#The only Scottish university to be shortlisted for University of the Year at the Times Higher Education Awards 2022

#Top Scottish modern university for both research power and research impact (REF 2021)

#1 Modern University in the UK for Computer Science, Criminology, English and Nursing (Times/Sunday Times Good University Guide 2023)

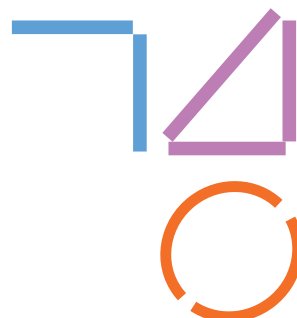
#Top five UK university for Film production and Photography and Journalism (Guardian University Guide 2023).

9<sup>th</sup> Modern UK University for Business, Management & Marketing - The Times & Sunday Times Good University Guide 2022

10<sup>th</sup> Modern UK University for Accounting & Finance - The Times & Sunday Times Good University Guide 2022

#1 university for Student Satisfaction in Edinburgh for three consecutive years - National Student Survey 2020, 2021 and 2022

- The Business School scored 84% for overall satisfaction - National Student Survey 2022
- It is the largest UK provider of higher education in Hong Kong, with more than 3,000 students studying there.
- It is internationally recognised: in the recent QS Stars international university rankings, the quality of its teaching, internationalisation and employability were all officially recognised, with the University scoring five stars in each category.
- Edinburgh Napier has been offering Marketing programmes in HK since 2000. The graduates of our Marketing programmes will shortly over 2,000.





# Words from...

## Academic Staff

"Edinburgh Napier University is one of the top modern professional universities in the UK and in Hong Kong for Business (including Marketing, Finance and Accounting). Since 2004, the Business School has been delivering a full-time top-up degree in the marketing field to ordinary and honours levels with CityU. Since 2010, we have been offering the same BA/BA (Honours) Marketing Management degree as in the UK. This includes several exciting modules in marketing and one 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 organisation. With our UK version of this programme preparing students for excellent careers in marketing management, brand management, advertising, market research and public relations, we anticipate similar prospects for our Hong Kong students. Some of our graduates have been successfully working for local and international organisations, while others are successful entrepreneurs.

With the number of graduates from BA and BA (Hons) Marketing Management and the previous marketing degree set shortly to reach over 2,000, 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 most students gaining an honours degree and the rest 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."

**Dr Collins Osei and Dr Kyle Andrews**  
*Programme Leader and Deputy Programme Leader  
The Business School, Edinburgh Napier University*

Edinburgh Napier University (ENU) is one of CityU SCOPE's largest UK partners of Higher Education in Hong Kong. The ENU Business School is one of the largest and modern Business Schools in Scotland with more than 8,500 students. It offers Marketing degrees in the UK and Hong Kong.

BA/BA (Hons) Marketing Management (Part-time) was first launched in 2013. This Marketing Management programme is differentiated from all other Marketing programmes offered in Hong Kong. First, it emphasizes both theory and practice in Marketing. The BAMB programme aims to develop student's interest in and knowledge and understanding of the principles of marketing, brand management, market research, digital marketing, marketing communications, international marketing, strategic management, and marketing management in practice.

This programme will provide students with opportunities to develop and demonstrate your knowledge of marketing, strategic management, and digital marketing in order to develop their practical, critical and analytical skills and attribute. Second, most programme modules, subject to ENU guidelines, provide a combination of continuous (coursework) and supervised (exam or equivalent) assessments, as this allows students with different learning approaches to participate in a range of assessment types. Generally, coursework promotes both independent learning and employability skills such as group work and research skills. The dissertation will allow you the student to demonstrate writing, thinking and analytical skills to a high level. Third, whilst this programme is based closely on the BAMB taught in Edinburgh, the real-life scenarios, examples, and case studies used in the learning in each module allow the Hong Kong-based student to understand and apply marketing and digital media theories in Hong Kong or Asian contexts. Fourth, The BAMB programme prepares students for a wide spectrum of careers in marketing management, brand management, advertising, market research, and public relations. Finally, the duration for studying is relatively short. The BA Marketing Management (Part-Time) consists of 100 credits and will be delivered in part-time mode for three semesters in one year. It comprises five 20-credit modules for BA Marketing Management (Part-Time).

The BA (Hons) Marketing Management (Part-Time) consists of 220 credits

and will be delivered in part-time mode for five semesters. It comprises nine 20-credit modules and one 40-credit Dissertation modules. The disruptive innovation and digital transformation in our society have just changed the traditional marketing practice, the jobs have become more demanding. The ENU-SCOPE BAMB programme is among the best part time marketing programme that can help further your career goals.

**Dr Lee Koon Nam Henry**  
*School of Continuing and Professional Education  
City University of Hong Kong*

## Graduates

Some people may state that "To develop a career in marketing, it is not necessary to study marketing" or "the knowledge that the marketers learn in the university is not practical". I think these opinions are highly inaccurate and I totally disagree with such misconception.

Whether you study BBA, MBA, or a marketing degree, what you learn is a system of mindset for making better decisions. There is no right or wrong way in this world. Whenever you encounter difficulties, there is no one to tell you the solutions and the next steps that you can take. You are required to have strong critical and strategic thinking skills. All the knowledge you have learned is like a map. You need to rely on this map to find the right direction in life. If you decide to be a business leader, you need to be a good learner first. If your aspiration in business leadership is marketing-related, then it is paramount that your map of knowledge and competence and mindset include strong marketing underpinning, hence my decision to enroll on this marketing degree programme.

So, what did I gain from a degree in Marketing?

It gives you a great learning environment to enhance yourself, for example, analyzing the business environment, evaluating the market industry, and exploring market insights.

If you want to have a deeper understanding on Marketing or be a marketer or desire to be promoted to a higher position, this degree is definitely a good choice.

**Mr Ben Chan**  
*Graduate (Marketing Manager)*

The marketing management curriculum has provided the knowledge and confidence I once lacked, and it has already helped propel my career forward. After completing this program, I have attained a position of Business Development Officer at Mattex Asia development Company Limited, which is a technology development company under Asia Allied Infrastructure Group. I am leveraging the skills from my studies to help shape my company's branding; and I am now actively organising our campaign to drive the awareness and adoption of our products.

I would want to give a special thanks to all programme professors for their guidance and support throughout my studies. I couldn't done these great works without been through this program.

**Ms Kuby Ko**  
*Graduate (Business Development Officer)*

## 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."(She later did)

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



The BA and BA (Hons) Marketing Management is a top-up degree offered by Edinburgh Napier University in collaboration with the School of Continuing and Professional Education, City University of Hong Kong (CityU SCOPE). The Programme is a specialised marketing and management degree, which is suitable for AD / HD holders in any business or service related disciplines who are looking for a range of careers in the private and public sectors.

The programme has accreditation from the following professional institutions: Chartered Institute of Marketing (CIM) and the Institute of Data & Marketing (IDM).

## 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

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

## Special Features

### Up-To-Date Curriculum

This is a specialised business programme which covers a comprehensive range of marketing management areas. It includes challenging modules such as Digital Marketing Analytics, Direct and Digital Marketing, Brand Management, International Marketing, and Marketing Management in Practice in order to equip students with modern Marketing knowledge.

### Real-life Marketing Experience

**Live Project:** In this optional module a student team is briefed by a Hong Kong organisation 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 organisation and their tutor. This gives them experience of real-life marketing.

### Overseas Study Opportunities

Travel bursaries are available for students who wish to go to the UK campus to study for a whole term so as to enrich their study experiences and learn different cultures while studying in Edinburgh.

### Two Exits

Students are allowed to opt to graduate with the ordinary bachelor's degree with 12-month duration or to complete with the Honours degree with 20-month duration. Both degrees are equivalent at the HKQF level 5. This flexibility is particularly important for our part-time students enrolling in this programme as they may encounter from time to time different needs for their job and other commitments.

## HKCAAVQ Accreditation

This programme is:

- accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) to reach **HKQF Level 5**;
- equivalent to the standing of bachelor's degrees offered by **local universities in Hong Kong**; and
- recognised by the **Hong Kong Government** for employment purposes within the Civil Service.

## Programme Structure

### 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"> <li>• Brand Management</li> <li>• Marketing Research and Communications (2)</li> </ul>	<b>Option 1:</b> Undertake International Marketing and three optional modules <b>Or</b> <b>Option 2:</b> Undertake International Marketing, Live Project <sup>#</sup> module plus one optional module		<ul style="list-style-type: none"> <li>• Leadership in a Changing Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management in Practice</li> <li>• Digital Marketing Analytics</li> </ul>
	<b>Trimester 2 modules:</b> <ul style="list-style-type: none"> <li>• International Marketing</li> </ul> <b>Optional modules:</b> <ul style="list-style-type: none"> <li>• Direct and Digital Marketing</li> </ul> <b>Trimester 3 modules:</b> <ul style="list-style-type: none"> <li>• Live Project<sup>#</sup></li> </ul> <b>Optional modules:</b> <ul style="list-style-type: none"> <li>• Social Marketing</li> <li>• Retail Marketing</li> </ul>		<ul style="list-style-type: none"> <li>• Dissertation</li> </ul>	

Continuing Education Fund (CEF) reimbursable modules    <sup>#</sup> In team-based Live Project, terms and conditions apply    \*The offering of optional modules is subject to sufficient number of enrollments  
 ■ The Honours year of study will be offered subject to sufficient numbers of continuing students.



*Overseas study at Edinburgh*

## 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
- Social Media

## Programme Delivery

Lectures are conducted by academic staff of both ENU and CityU SCOPE, and tutorials are mainly given by academic staff of CityU SCOPE and local practitioners.

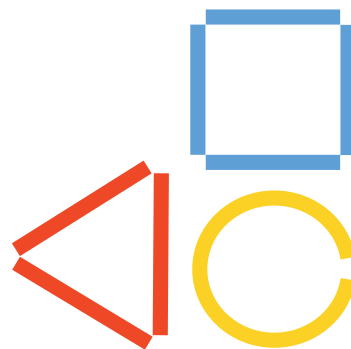
## Teaching and Learning

### Venue

Classes will be held at SCOPE Learning Centres in Kowloon Tong, Tsim Sha Tsui East and/or other learning centres/off-campus venues designated by CityU SCOPE.

### Student Support

Students registered in the programme will be issued a CityU SCOPE Student ID Card and an Edinburgh Napier University Matriculation Card. Services provisions include access to CityU's Run Run Shaw Library, Computing Services Centre, University's e-Portal, Electronic Services and Student Lan, as well as electronic 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

Graduates of this programme may proceed to pursue postgraduate studies in a range of business disciplines in local or overseas universities.

## 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 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 (no additional fee will be charged) 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\$160 (to be paid upon application)

### Tuition Fee:

**HK\$127,600 [BA (Hons)]**

[payable in 5 instalments]

**HK\$69,600 [BA]**

[payable in 3 instalments]

*\* The tuition fee are payable by instalments according to the number of modules taken in a trimester (HK\$11,600 for 20 credit module and HK\$23,200 for 40 credit module).*

*\* 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.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef).

### *Non-means-tested Education Loan (NLS)*

Students can apply for the government loan under the Non-means-tested Loan Scheme (NLS). For details, please visit the government's website: [www.wfsfaa.gov.hk](http://www.wfsfaa.gov.hk).

## Application Procedures

1. Application should be submitted online via [www.scope.edu/eapplication](http://www.scope.edu/eapplication).
2. Application form can also be obtained upon request from the reception counter of CityU SCOPE.
3. Applications are processed on a rolling basis, early application is encouraged.
4. Applicants will be selected on the basis of academic merits and relevant work experience. All applicants will be informed of the application results. Please contact CityU SCOPE if you do not receive our decision by late August 2023.

## 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](http://www.cityu.edu.hk/ce/enrol/que) 7 working days after submission of your application form.



**Programme  
Commencement  
September 2023**

## Enquiries

### School of Continuing and Professional Education

Location : 2410, 2/F, Li Dak Sum Yip Yio Chin  
Academic Building (LI),  
City University of Hong Kong

Tel : 3442 5294 / 3442 7423  
Fax : 3442 0399  
Email : [bm@scope.edu](mailto:bm@scope.edu)  
Website : [www.scope.edu/topup/bamm](http://www.scope.edu/topup/bamm)

### Academic Enquiries

Programme Leader : Dr Henry Lee  
Tel : 3442 7951  
Email : [henry.kn.lee@cityu.edu.hk](mailto:henry.kn.lee@cityu.edu.hk)