

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF BUSINESS AND ECONOMICS**

**Bachelor of Science in Marketing Analytics and Technology [BSc(MAT)]**

Credit Unit Statement

The 96-credit Major in Marketing Analytics and Technology (MAT) programme under the Bachelor of Science in Marketing Analytics and Technology curriculum offers three types of courses which are taught using mixed learning modes. Each 6-credit course uses 120-180 hours of student learning activity as the norm (including both contact hours and all other forms of student learning activities). Most of the courses are assessed by a combination of coursework and examinations. Performance in tutorials/presentations are also included in the assessment. The total student learning hours for the MAT Major programme range from 1,920 to 2,880 hours.

The different courses are summarized as follows:

Lecture Courses (6 credits)

These courses focus on content and are taught predominately by lectures (30-36 hours), tutorials (6-8 hours) and case analysis (6-8 hours). Learning activities include lectures, small group tutorials, seminars, case analysis, and class discussion. Assessment methods may include the following: assignments, quizzes/tests, short essays, project papers, individual and group presentations totaling not more than 6,000 words (40-70%), and examination (30-60%).

Seminar Courses (6 credits)

These courses are taught in a seminar format with lectures (18-24 hours) and group activities which includes interactive class discussion, in-class exercises, case and project presentations and computer simulations (12-18 hours). A heavy emphasis of these courses is on experiential learning and practical application. Assessment is by various methods including written case analysis, case presentation, group project, performance in simulation, and quizzes/tests totaling not more than 6,000 words (40-70%) (or 9,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

Project-based/Experiential Learning Course (6 credits)

This is a 6-credit course aimed to give students an opportunity to practice critical thinking, analytical skills, problem solving skills, to become a marketing analyst for business organization while leveraging business knowledge to solve specific real-life business problems. It involves 160 to 180 students' learning hours (including 20-30 hours of inside classroom activities (e.g. lecture, seminar, workshop, presentation) and 140-150 hours outside classroom activities (e.g. meeting with teacher/professional mentor/client/consultant-in-residence, business consulting proposal and final report writing)). Assessment methods include participation in inside/outside classroom activities, final report (not more than 5,000 words), peering evaluation, and oral presentation. 100% continuous assessment.