

# THE UNIVERSITY OF HONG KONG

## Master of Science in Marketing

### Credit Unit Statement

The MSc(Mktg) curriculum is offered in full-time mode. Full-time MSc(Mktg) students should take 60 credits. Each 6-credit course uses 120 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). Methods of assessment include class participation, individual assignments, group cases, group projects and presentations, quizzes and examinations, depending on the nature of the course. The course information may be summarized as follows:

#### Survey Course (6 credits)

A 6-credit survey course focuses on content and taught mainly by lectures (30 hours) and tutorials (8-10 hours, provided for technical courses only). Assessment is by a combination of continuous assessment (50%-100%) and/or examination (0-50%). Continuous assessment tasks include written assignments (totalling no more than 8,000 words) such as individual case analysis, group project, and oral presentation. Class participation is also an important aspect of assessment. Examination includes quiz, test, mid-term (different forms of continuous assessment) and final examination (formal end-of-semester) assessment.