

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

**Master of Science in Marketing [MSc(Mktg)]**

**Credit Unit Statement**

*This credit unit statement applies to candidates admitted to MSc(Mktg) in the academic year 2024-25 and thereafter.*

The MSc(Mktg) curriculum is offered in full-time mode. Full-time MSc(Mktg) students should take 60 credits, consisting of ten 6-credit courses with 300 contact hours in total. The total number of student learning hours ranges from 1,200 to 1,500 hours.

Survey Courses (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). Each 6-credit course uses 120-150 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). Learning activities include the following: lectures, individual consultations, case studies, class discussion, individual assignments and group projects.

Assessment is by a combination of continuous assessment (50%-100%) and/or examination (0-50%). Continuous assessment tasks include quiz, test, midterm, written assignments (totaling 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.

International Study Field Trip (6 credits)

This 6-credit course aims to provide students an opportunity to acquire first-hand practical knowledge of international business environment and develop understanding of international business strategy in the destination country. Students have to attend lectures, workshops and various field visits, ranging from 30-40 hours. It uses 120-150 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). The field trip activities are predominantly firm visits, cultural related activities and networking events. Assessment is completely by continuous assessment, generally through group presentation, group report and an individual reflection paper. The number of words for written output is normally no more than 5,000 words.

January 2024