

THE UNIVERSITY OF HONG KONG

Credit Unit Statement (CUS) of Taught Programmes

Faculty / Offering Unit: Faculty of Business and Economics

Programme title: Master of Science in Marketing [MSc(Mktg)]

Applicable student cohort(s): 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.

There are 4 categories of courses in this programme, as outlined below:

1. Survey Courses (6 credits per course)

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.

2. International Study Field Trip (6 credits per course)

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.

3. Professional Development Programme (6 credits per course)

This 6-credit course aims to provide students with an opportunity to gain practical knowledge and workplace skillsets from industry practitioners through lectures and participating in various activities such as case studies, consultations, coaching, small-group discussions and company visits.

Contact hours are approximately 15 hours while students spend part of their time on other course activities. The contact hours, student learning activities, and output requirements will vary by instructor and learning models employed. The course uses 120-150 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). Assessment of this course is completely by continuous assessment. Methods of assessment differ between course instructors and examples of assessment tasks include individual/group assignments, written report (totaling no more than 8,000 words), individual/group project and oral presentation.

4. Independent Study Project (6 credits per course)

This 6-credit course aims to provide students with an opportunity to integrate and apply the knowledge and skills that they have learned in previous courses through a self-directed study project. Contact hours are minimal (9-15 hours) because students spend much of their time on the project, including meetings with advisors, doing research and writing papers. They use 120-150 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). Assessment of this course is completely by continuous assessment, through submission of the project proposal, a final project presentation and submission of the final paper (totaling no more than 10,000 words).