

Master of Science in Marketing

Programme Learning Outcomes

Programme Learning Outcomes (PLOs)

PLO1: Acquisition and internationalization of knowledge of the programme discipline

Students should acquire the fundamental concepts and the cutting-edge insights in market trends, market research tools, consumer behavior and internet marketing. They will be able to use these theoretical knowledge and tools to analyze marketing problems and develop solutions for them.

PLO2: Application and integration of knowledge

Students should be able to use the appropriate strategic frameworks and develop different corporate strategies for different marketing contexts. These include new product innovation, customer relations management, services contexts and branding decisions.

PLO3: Inculcating professionalism and leadership

Students should demonstrate the capacity to recognize, understand and develop appropriate options in ethical and social issues in marketing. In their learning experiences, they will be working in teams that promote leadership training and development of leadership traits. In addition, they are to adhere to and respect university regulations on academic conduct.

PLO4: Developing Global Outlook

Students should demonstrate knowledge of global trends and sensitivity to their dynamics. They should be able to operate in a multi-cultural setting, demonstrating respect and appreciation for other cultures.

PLO5: Mastering communication skills

Students should be able to articulate in public and be able to make convincing and coherent presentations, write effectively and use specific technical terminology in contemporary presentation tools context.

Alignment with University Educational Aims (UEAs)

PLOs	Alignment with the University's Educational Aims (UEAs) (Pl. refer to http://tl.hku.hk/reform/#anchor-1)					
	UEA 1	UEA 2	UEA 3	UEA 4	UEA 5	UEA 6
PLO 1	✓					
PLO 2		✓				
PLO 3			✓			✓
PLO 4				✓		
PLO 5					✓	