

THE UNIVERSITY OF HONG KONG

Template for Mapping of Programme Learning Outcomes to University Educational Aims – Taught Postgraduate Programmes

Faculty of _____Business and Economics_____

Programme title: ___Master of Science in Marketing_____

Applicable student cohort(s): ___From 2024-25 intake_____

The purpose of mapping is to illustrate the coherence of the programme in achieving the University Educational Aims (UEAs). The mapping should be an evaluative and reflective process, and the Faculty must ensure that the programme as a whole offers students sufficient opportunities to develop the attributes articulated in each of the UEAs and the corresponding Institutional Learning Outcomes. *Please put a tick (√) in the boxes under the UEA columns below to indicate the alignment, as applicable.*

Programme Learning Outcomes (PLOs)	Alignment with University Educational Aims (UEAs)*					
	Benchmarked against the highest international standards, the taught postgraduate programmes at HKU are designed to enable students to develop capabilities in:					
	UEA1 Critical intellectual enquiry and acquiring up-to-date knowledge and research skills in a discipline/ profession	UEA2 Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity	UEA3 Tackling novel situations and ill-defined problems	UEA4 Collaboration and communication of disciplinary knowledge to specialists and the general public	UEA5 Awareness of and adherence to personal and professional ethics	UEA6 Enhancement of leadership and advocacy skills in a profession <i>(for professional programmes only)</i>
PLO1: Acquiring and internalizing knowledge of the programme discipline: Students should acquire the fundamental concepts and the cutting-edge insights in market management, market research tools, consumer behavior, digital marketing, and marketing decision making. They will be equipped with domain-specific knowledge and skills if they opt to specialize in a specific aspect of marketing. They will be able to use these	√					

theoretical knowledge and tools to analyze marketing problems and develop solutions for them.						
PLO2: Applying and integrating knowledge: Students should be able to use the appropriate frameworks and techniques, and apply their knowledge for different marketing tasks. These include but not limited to new product innovation, customer relations management, services contexts, branding decisions, social media marketing, pricing analysis, and big data consumer analytics.		√				
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.				√		

<p>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 context.</p>					√	

*The Institutional Learning Outcomes for each UEA can be found at tl.hku.hk/tl/.

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