Gateway to Professional Recognitions

Programmes in Marketing & Management

Marketing and Management

BA (Hons) Marketing
BA (Hons) Management in Events*

Diploma to Honours Degree Programmes
For secondary school leavers & industrial practitioners

Importance of Honours Degree
- Internationally recognised
- Can articulate into Master’s Degree programmes in local and overseas universities
- Strong differentiation between an Honours Degree programme and a non-Honours degree programme
- Essential in applying for professional qualification

Commencement
January and September

Early-bird registration discount (Before 15 Aug)
“September Intake only”
Student’s referral discount
(Details in www.hkct.edu.hk)

* Registration in progress
BA (Hons) Marketing
市場學榮譽學士

BA (Hons) Management in Events*
節目活動管理榮譽學士

* Registration in progress
The Higher Education (HE) in the Hong Kong College of Technology (HKCT) is entering into a new era from September 2010 onwards in which a newly formed centre namely Centre of International Education (CIE) will be in place in the academic year of 2010-2011. This new move is to align with the future development of HKCT and specifically development of full-time degree courses will be implemented in the next years. After regrouping, a number of existing courses will be managed in this new centre, including all of the part-time courses from diploma level to postgraduate level. Besides, some professional related activities, including CUBE, PSDAS projects, CPD and collaboration with overseas institutions will become main tasks in CIE.

Vision
To become one of the leading self-financed tertiary institutions providing high quality and professional courses to school leavers and working practitioners.

Mission
1. to train competent professionals with national and international exposure
2. to nurture students to pursue life-long learning
3. to provide contemporary training and developments so as to contribute to the needs of the society
4. to provide a platform for exchange of knowledge

Services
1. structured academic courses ranging from diploma to postgraduate level.
2. professional seminars and short courses
3. national and international conferences
4. knowledge transfer between Hong Kong and overseas academics or professionals
5. liaison with local/overseas institutions and professional bodies
Introduction
This course will enable students to enter careers in any area of marketing, such as brand management, market research, advertising, public relations or sales management. There is a strong emphasis on both consumer and business to business marketing. Completion of the top-up degree, students can become Associate Member (ACIM) of The Chartered Institute of Marketing. This course provides an in depth understanding of the theoretical concepts and knowledge of modern marketing thought and concentrates on making strategic marketing decisions.

The course offers a fast track BA (Hons) opportunity for Higher Diploma or Associate Degree holders to study for an honours degree.

Features
- Top Modern University in the North West for Business and Management study by the Guardian’s University Guide 2010
- Graduates being eligible for Associate Member (ACIM) of The Chartered Institute of Marketing after graduation
- Strong Industrial Exposure
- Graduation Tour in UK (optional)

Entry Requirements
To be considered for entry, applicants should possess either:
- Higher Diploma (Marketing related areas) or;
- Associate Degree (Marketing related areas) or;
- Professional Diploma (Marketing related areas) or;
- Equivalent.

English Language Requirements
- IELTS (minimum 6.0) or;
- TOEFL (minimum 550) plus Test of Written English (minimum 4.0) or;
- Equivalent.

Programme Structure (8 subjects)
- Integrated Marketing Communication
- Improving Academic Skills
- Strategic Marketing: Concept & Application
- Marketing of Services
- Managing Marketing Information
- Advertising
- Interactive, Relationship & Database Marketing
- Enhancing Employability through Work-related Learning

** Subject to approval
Introduction
Career development in events is highly dependent on qualifications, and progression in management is difficult without a degree. The industry also favours event graduates rather than graduates in other disciplines. Management in Events offers a fast track BA (Hons) opportunity for Higher Diploma or Associate Degree holders to study for an honours degree in 15 months. The course is a management focused programme, designed to develop awareness of and ability in corporate management and to prepare them for a successful event management career.

Features
• Ranked No. 3 in the subject area of Hospitality, Leisure, Sport, Recreation and Tourism by Times’ Good University Guide 2010
• Covered professional and specialized knowledge in Event Industry to equip students for the blooming industry
• Strong industrial network
• Graduation Tour in UK (optional)

Entry Requirements
• Higher Diploma (Tourism related areas) or;
• Associate Degree (Tourism related areas) or;
• Professional Diploma (Tourism related areas) or;
• Equivalent.

English Language Requirements
• IELTS (minimum 6.0) or;
• TOEFL (minimum 550) plus Test of Written English (minimum 4.0) or;
• Equivalent.

Programme Structure (9 subjects)
• Event Planning Principles and Practice
• Events in Action
• Improving Academic Skills
• Strategic Event Management
• Personal and Professional Development in Event Management
• Festival and Events in Society
• Applied Event Management Case-Studies
• International Food and Culture
• Independent Study Project

* Registration in progress
* It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.
**Commencement Date** : Every January and September  
**Lecture Time** : 7:00pm – 10:00pm  
**Lecture Venue** : Causeway Bay Campus  

For Part-time degree programmes only  

**Application fee** : $150 non-refundable  
**Application Enquiries** : 3923 1088  
**Application forms can be downloaded from** [http://www.hkct.edu.hk/](http://www.hkct.edu.hk/)  

**Campuses:**  

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<thead>
<tr>
<th>Campus</th>
<th>Address</th>
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<tbody>
<tr>
<td>Homantin Campus</td>
<td>14 Princess Margaret Road, Kowloon.</td>
</tr>
<tr>
<td>何文田校舍</td>
<td>九龍何文田公主道14號</td>
</tr>
<tr>
<td>Causeway Bay Campus</td>
<td>Ground to 3/F, 412 Hennessy Road, Causeway Bay, Hong Kong.</td>
</tr>
<tr>
<td>銅鑼灣校舍</td>
<td>香港銅鑼灣軒尼詩道412號地下至3樓</td>
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<tr>
<td>Hunghom Campus</td>
<td>Level 9, the Metropolis Mall, 6 Metropolis Drive, Hunghom, Kowloon.</td>
</tr>
<tr>
<td>紅磡校舍</td>
<td>九龍紅磡都會道6號都會商場9樓</td>
</tr>
<tr>
<td>Mongkok Campus</td>
<td>3/F, Mongkok City Centre, 74-84 Sai Yeung Choi Stree South Mongkok, Kowloon</td>
</tr>
<tr>
<td>吐露角校舍</td>
<td>九龍旺角西洋菜街南街74-84號旺角城市中心3樓</td>
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<td>Ma On Shan Campus</td>
<td>Yiu On Estate, Ma On Shan, New Territories.</td>
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<tr>
<td>馬鞍山校舍</td>
<td>新界馬鞍山耀安娜</td>
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[www.hkct.edu.hk/cic](http://www.hkct.edu.hk/cic)