

PolyU SPEED

School of Professional Education and Executive Development 专业进修学院 2026/27



For Sub-degree Graduates
and Working Adults
适合副学位毕业生及在职人士

Degree Awarded by PolyU 学位由理大颁授

Bachelor of Business Administration (Honours) in Marketing Management 市场营销管理(荣誉)工商管理学士

Full-time mode 全日制模式

Programme Webpage
课程网页



Programme Features 课程特色

- Nurtures talents with marketing management capabilities in the digital age
本课程致力培育在数码时代具备市场营销管理能力的人才
- Local and overseas internship opportunities: DDB Group Hong Kong, Hong Kong Youth Hostels Association, Luxasia, OSIM, Petrie PR, Savills Property Management, The Salvation Army, Webs s'up, and Zenith Media, etc.
本地及海外机构实习机会，例如恒美广告国际有限公司、香港青年旅舍协会、Luxasia、OSIM、Petrie PR、第一太平戴维斯物业管理有限公司、救世军、Webs s'up 及 Zenith Media 等
- Provides students with theoretical knowledge in various fields of marketing management through award-specific compulsory subjects, such as Brand Management, Global Marketing, and Digital Marketing Strategy, etc.
透过专科学科，包括品牌管理、全球行销及数码营销策略等，为同学们提供市场营销管理各范畴的理论知识
- Graduates have been highly competitive and employed by local and international organisations after graduation
毕业生就业竞争力强，毕业后受聘于本地及国际机构



Professional Accreditation 专业机构认可

Hong Kong Institute of Marketing (HKIM)
香港市场学会
The Chartered Institute of Marketing (CIM)
英国特许市场学会

Please visit the programme webpage for details about programme recognition / accreditation.
请浏览课程网页，查阅课程认可详情。

Career Prospects after Graduation 毕业后的就业前景

Graduates are able to pursue a wide range of careers, including Marketing Executive, Digital Marketing Executive, Account Executive, Media Executive, Event Executive, Customer Relations Officer, etc.

毕业生就业机会包括市场营销主任、数码市场营销主任、客户主任及媒体主任；亦可担任活动策划主任及客户关系主任等职位

Apply Now
立即报名



Scholarships and Studentships 奖学金和嘉许奖

All students of PolyU SPEED's articulation honours degree programmes admitted in 2026/27 may get "Outstanding Academic Performance Category" scholarships of up to a total of HK\$110,000*.

PolyU SPEED 荣誉学士学位衔接课程学生 (2026/27 学年) 有机会获颁杰出学业表现类别奖学金合共最高 HK\$110,000*。



Scholarship Details
奖学金详情

Degrees Awarded by PolyU 學位由理大頒授 **Scholarships up to 獎學金最高**

HK\$ 110,000

擲骰擲得好，不如「擇」得好！
Choosing well is better than rolling the dice well!

*The scholarship amount is subject to change.
* 獎學金額度或會調整。

Curriculum Structure 课程结构

Programme Requirements 课程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大学核心课程	9-18 credits 学分 ¹
Major Requirements 主修课程	51-54 credits 学分

1. It excludes the Language and Communication Requirements (LCR) of up to 9 credits, which are normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in Associate Degree/Higher Diploma programmes and their academic performance) will be required to take degree LCR subjects on top of the normal curriculum requirement.

这并不包括学生一般不需要修读之语文及沟通课程 (最多 9 学分)。如学生未达到学士学位的语文及沟通课程水平 (根据学生在副学士 / 高级文凭课程所修读的相关科目及学业成绩决定)，需额外修读语文及沟通课程。

Major Requirements 主修课程

Examples of Subjects 科目例子

- Brand Management
- Consumer Behaviour and Analysis
- Digital Marketing Strategy
- Global Marketing
- Integrated Marketing Communications and Publicity
- Marketing and Organising Events

For more information, please contact:
想了解更多，请联络：

Programme Leader 课程统筹

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Enquiries 查询

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
学院有权更新此课程单张内容及更改或撤销此单张所述课程或科目。

Entrance Requirements 入学资格

Holder of a recognised Associate Degree, Higher Diploma or an equivalent qualification in business-related areas. Applicants with qualifications in non-business-related areas will also be considered and, if admitted, are required to take appropriate foundation subject(s).

持有与商业相关领域的认可副学士学位、高级文凭或同等学历。具有非商业相关领域资格的申请人也将被考虑，并且如果被录取，则必须修读适当的基础科目。

Notes 备注：

1. The main medium of instruction of the study programme concerned should be English. An applicant who has completed the programme with other languages as the main medium of instruction should attain the following English Language requirement: IELTS 6.0 or TOEFL 550 (paper based)/80 (Internet based).

有关课程的主要教学语言应该是英语。以其他语言作为主要教学语言的课程的申请人应达到以下英语语言要求：雅思 6.0 或托福 550 (paper-based) ; 80 (Internet-based)。

2. An applicant who does not possess the above-mentioned qualification but has reached the age of 25 before 1 September, in the year in which he/she seeks admission, may apply as a mature applicant. He/she must demonstrate sufficient motivation, knowledge and potential to indicate a high probability of being able to complete the programme successfully. In addition, he/she may be required to take appropriate foundation subject(s).

不具备上述资格，但在申请入学年度的 9 月 1 日之前年满 25 岁的人士亦可提出申请。他 / 她必须展现足够的动机、知识和潜力，以显示出有很大机会能够成功修毕该课程。此外，他 / 她可能需要修读适当的基础课程。

Programme Duration and Study Mode 修读年期及模式

Full-time 全日制 2 years 年

Medium of Instruction 教学语言

English (except for subjects with Chinese requirements)

英文 (具中文要求的科目除外)

Tuition Fee 学费

Local Students 本地学生

HK\$194,700 - HK\$243,375

Non-local Students 非本地学生

HK\$252,900 - HK\$316,125



Tuition Fee Details
学费详情