

PolyU SPEED

School of Professional Education and Executive Development 專業進修學院 2026/27



For Sub-degree Graduates
and Working Adults
適合副學位畢業生及在職人士

Degree Awarded by PolyU 學位由理大頒授

Bachelor of Business Administration (Honours) in Marketing Management 市場營銷管理（榮譽）工商管理學士

Full-time mode 全日制模式

Programme Webpage
課程網頁



Programme Features 課程特色

- Nurtures talents with marketing management capabilities in the digital age
本課程致力培育在數碼時代具備市場營銷管理能力的人才
- 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.
本地及海外機構實習機會，例如恒美廣告國際有限公司、香港青年旅舍協會、Luxasia、OSIM、Petrie PR、第一太平戴維斯物業管理有限公司、救世軍、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.
透過專科科目，包括品牌管理、全球行銷及數碼營銷策略等，為同學提供市場營銷管理各範疇的理論知識
- Graduates have been highly competitive and employed by local and international organisations after graduation
畢業生就業競爭力強，畢業後受聘於本地及國際機構



Professional Accreditation 專業機構認可

Hong Kong Institute of Marketing (HKIM)
香港市務學會
The Chartered Institute of Marketing (CIM)
英國特許市務學會

Please visit the programme webpage for details about programme recognition / accreditation.
請瀏覽課程網頁，查閱課程認可詳情。

Career Prospects after Graduation 畢業後的就業前景

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.

畢業生就業機會包括市場營銷主任、數碼市場營銷主任、客戶主任及媒體主任；亦可擔任活動策劃主任及客戶關係主任等職位

Apply Now
立即報名



Scholarships and Studentships 獎學金和嘉許獎

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 榮譽學士學位銜接課程學生 (2026/27 學年) 有機會獲頒傑出學業表現類別獎學金合共最高 HK\$110,000*。



Scholarship Details
獎學金詳情

Degrees Awarded by PolyU **Scholarships up to**
學位由理大頒授 **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.
*獎學金金額或會調整。

Curriculum Structure 課程結構

Programme Requirements 課程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大學核心課程	9-18 credits 學分 ¹
Major Requirements 主修課程	51-54 credits 學分

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.

這不包括學生一般不需要修讀之語文及溝通課程 (最多 9 學分)。如學生未達到學士學位的語文及溝通課程水平 (根據學生在副學士 / 高級文憑課程所修讀的相關科目及學業成績決定)，需額外修讀語文及溝通課程。

Major Requirements 主修課程

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，請聯絡：

Programme Leader 課程統籌

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Assistant Programme Leader 助理課程統籌

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Enquiries 查詢

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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.
學院有權更新此課程單張內容及更改或撤銷此單張所述課程或科目。

Entrance Requirements 入學資格

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).

持有與商業相關領域的認可副學士學位、高級文憑或同等學歷。具有非商業相關領域資格的申請人也將被考慮，並且如果被錄取，則必須修讀適當的基礎科目。

Notes 備註：

- 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).
有關課程的主要教學語言應該是英語。以其他語言作為主要教學語言的課程的申請人應達到以下英語語言要求：雅思 6.0 或托福 550 (paper-based) ; 80 (Internet-based)。
- 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).
不具備上述資格，但在申請入學年度的 9 月 1 日之前年滿 25 歲的人士亦可提出申請。他 / 她必須展現足夠的動機、知識和潛力，以顯示出有很大機會能夠成功修畢該課程。此外，他 / 她可能需要修讀適當的基礎課程。

Programme Duration and Study Mode 修讀年期及模式

Full-time 全日制 2 years 年

Medium of Instruction 教學語言

English (except for subjects with Chinese requirements)

英文 (具中文要求的科目除外)

Tuition Fee 學費

Local Students 本地學生

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

Non-local Students 非本地學生

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



Tuition Fee Details
學費詳情