

PolyU SPEED 2026/27



Master of Science in Digital Business and Marketing Management 數碼業務及市場營銷管理理學碩士

September 2026 Entry 2026 年 9 月開學



Full-time
全日制
Part-time
兼讀制

- **Essential Knowledge and Skills:** future-oriented enterprises are investing in smart solutions and e-commerce strategies, which generate a great demand for talents in the management of digital business in areas such as digital marketing, e-commerce, and data analysis, etc.
必備知識與技能：面向未來的企業正在投資智慧解決方案和電子商務策略，這對數位行銷、電子商務、數據分析等領域的數位業務管理人才的需求龐大
- **Comprehensive and Specialised Curriculum:** covering digital transformation, customer engagement, content marketing, data analytics, AI, etc.
全面且專業的課程：涵蓋數位轉型、客戶參與、內容行銷、數據分析、人工智慧等
- **Great Industry Prospects:** global companies value the digital business talents that are highly sought after, including digital marketing, communication and engagement, e-Commerce, and CRM
產業前景廣闊：全球企業重視備受追捧的數位業務人才，包括數位行銷、溝通與參與、電子商務和 CRM
- **Empowering Education:** the programme is backed by the Research Centre for Green Business (RCGB)
賦能教育：該計劃由綠色商業研究中心 (RCGB) 支持

Programme Basic Information 課程基本資料

Duration of Study:

1 year (Mixed-mode Full-time) / 2 years (Mixed-mode Part-time)

修讀年期：

1 年（混合模式全日制）/ 2 年（混合模式兼讀制）

Commencement Date: September 2026 Entry

開課日期：2026 年 9 月開學

Tuition Fee: HK\$249,790

學費：港幣 249,790 元

Programme Structure 課程結構

Students are required to complete 11 subjects in a total of 31 credits with satisfactory results as well as passing an e-learning course (non-credit bearing) to fulfil the National Education Requirement in order to obtain a master's degree.

學生需要完成 11 個科目合共 31 個學分，取得滿意成績，並需於一科電子學習科目（非學分）取得合格成績，以滿足國民教育要求，方可取得碩士學位。

Compulsory Subjects (all 9 subjects; 3 credits each unless otherwise specified)
必修科目（全部 9 科目，每科 3 學分，另有規定除外）

- Academic Integrity and Ethics in Business and Hospitality Management (1 credit 學分)
- AI for Business
- Consumer Behaviour and Customer Engagement
- Contemporary Issues in Digital Business and Marketing Management
- Content Marketing and Social Media Strategy
- Data Analytics, Governance, and Management
- Digital Marketing Infrastructure in China
- Digital Transformation and Future Commerce
- Global Marketing and Management

Elective Subjects[#] (any 2 subjects; 3 credits each)
選修科目[#]（任何 2 科目，每科 3 學分）

- Digital Branding
- ESG and Sustainability in the Digital Economy
- Green Supply Chain Management
- International Festival and Event Management
- Social Media Communication in Chinese Context
- Strategic Communication for Leaders
- Strategic Talent Management for Green Business
- Sustainable Marketing

[#]Offering of any elective subjects is subject to sufficient enrolment.
每科選修科必須有足夠報讀人數才會開辦。

Career Prospects 就業前景

- The 2023 Talent List of Hong Kong includes 51 professions under 9 industry segments. "Digital marketing and branding specialists" is one of the 51 professions with high local talent demand, with career prospects in areas such as:
 - creating digital assets for multimedia and graphics projects (e.g. websites, mobile apps, advertising, animation, emails, social media, video games, and interactive displays)
 - creating and managing the company's visual brand identity, and developing marketing materials (e.g. logos, brochures, website designs, and advertising campaigns)
- 香港 2023 年人才清單涵蓋 9 個產業領域 51 個專業。「數位行銷與品牌推廣專家」是本地人才需求較高的 51 個職業之一，其職業前景包括：
 - 為多媒體和圖形項目創建數位資產（例如網站、行動應用程式、廣告、動畫、電子郵件、社交媒體、視訊遊戲和互動式顯示器）
 - 創建和管理公司的視覺品牌標識，並開發行銷材料（例如徽標、小冊子、網站設計和廣告活動）
- Companies want to ensure all branding and marketing initiatives are up-to-date with industry trends
公司希望確保所有品牌和行銷措施都符合行業趨勢
- Graduates can take up the following positions:
 - Content Marketing Manager, CRM Manager, Digital Communications Manager, Digital Engagement Manager, Digital Marketing Manager, Digital Performance Manager, and E-Commerce Manager, etc.
- 畢業生可擔任以下職位：
 - 內容行銷經理、CRM 經理、數位通訊經理、數位參與經理、數位行銷經理、數位績效經理及電子商務經理等

Entrance Requirements 入學要求

Holders of a recognised bachelor's degree, or an equivalent qualification in business management/marketing management.

持有認可的商業管理 / 市場營銷學士學位或同等學歷。

For details of entrance requirements, please visit the programme webpage.

入學要求詳情，請瀏覽課程網頁。

**For more information,
please contact:
想了解更多，請聯絡：**

Programme Leader 課程統籌

Dr Aris Lam 林玉秋博士

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Enquiries 查詢

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Programme Details 課程詳情

