



Instructions for Applicants

Please read through the instructions and guidelines before starting to fill in the application.

Eligibility

To be eligible for admission to the Programme, a candidate shall satisfy both the University Admissions Requirements and the Programme Specific Requirements as listed below:

- comply with the General Regulations;
- hold a Bachelor's degree of this University or a qualification of equivalent standard from this University or another comparable institution accepted for this purpose*;
- for a candidate who is seeking admission on the basis of a qualification from an university or comparable institution outside Hong Kong of which the language of teaching and/or examination is not English, obtain a TOEFL/IELTS score as prescribed in Paragraph "Tests";
- satisfy the examiners in a qualifying examination, if required.

*Candidates with two years of business or marketing work experience will be favorably considered.

An application for exemption from the above requirements shall be considered on a case by case basis.

Application and Submission of Supporting Documents

Applications must be submitted via the taught postgraduate online system at:

<https://aal.hku.hk/tpg/programme-list-1920>.

The following supporting documents should be uploaded to the application system:

<https://sweb.hku.hk/tola/servlet/CreateUserScreen/loginForm> before the application deadline or expiry of the application account, whichever is earlier.

- latest official academic transcripts
- graduation certificate
- degree certificate (applicable to candidates from Mainland institutions only)
- English language score report, if applicable

- proof of internship experience of all positions, or full-time employment of the most recent one, whichever is applicable

The original copy of supporting documents is **NOT** required at the application stage. Should a candidate be given an admission offer by the Programme, he/she will receive notification of the need to submit original/certified true copy of the documents

Application Fee

The application fee is HK\$300 (non-refundable) and must be paid by credit card online.

Tests

Graduate Management Admission Test (GMAT) or the Graduate Record Examinations (GRE) scores are NOT required, but a good GMAT/GRE score will be favorably considered. Should candidates wish to submit a GMAT or GRE score, they should upload a copy of the test report together with other supporting documents to the application system.

Candidates who wish to be admitted on the basis of a qualification from an university or comparable institution outside Hong Kong where the language of teaching and/or examination is not English are required to obtain a score of 550 or above in the paper-based Test of English as a Foreign Language (TOEFL) or a score of 213 in the computer-based TOEFL or a score of 80 in the internet-based TOEFL. A minimum overall band of 6 with no subtest lower than 5.5 in IELTS is also accepted. In exceptional circumstances they may be exempted from this requirement. Test scores more than two years will not be accepted.

When candidates pre-register to take the test, they should request that the official test scores be sent to The University of Hong Kong. The HKU TOEFL code number is 9671.

References

Candidates should download the form of reference from the application website (included in P.4-5 of this document) and invite their referees to complete the form. Completed forms of reference should be emailed to MSMKTadmissions@hku.hk by referees



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via their valid email accounts before the application deadline.

Transcripts

Official graduation transcript (or interim transcript if the graduation transcript is not available yet) from every college or university attended should be uploaded by logging into:

<https://sweb.hku.hk/tola/servlet/CreateUserScreen/loginForm> before the application deadline or expiry of the application account, whichever is earlier.

Fees

The programme fee will be payable in 2 installments over 1 year, irrespective of the number of courses taken in each semester.

The proposed tuition fee for 2019/2020 intake is HK\$260,000.

The fees are subject to the final approval of the University.

Definition of Non-local students

For the purpose of admission of non-local students, “non-local students” should be defined as persons entering Hong Kong for the purpose of education with a student visa/entry permit issued by the Director of Immigration.

Student Visa

Upon successful application, non-local (overseas) students will need to arrange for their own student visas. The Center of Development and Resources for Students will act as the local sponsor for international students. For Mainland students the China Affairs Office will be the sponsor. Both offices will assist students in obtaining a visa. Please note that all non-local students are required by law to obtain a student visa to study in Hong Kong and the Immigration Department normally issues student visas to students enrolling in a full-time programme in the University only. It is the responsibility of individual students to make all necessary visa arrangements before the commencement of their studies.

Application Deadline

Round 1: January 3, 2019 (Thursday)

Round 2: March 3, 2019 (Friday)

Enquiry

Master of Science in Marketing Programme Office
Faculty of Business and Economics

Room 304, Block B,

Cyberport 4,

100 Cyberport Road,

Hong Kong

E-mail: MSMKTadmissions@hku.hk

Web: <https://www.fbe.hku.hk/msmkt/>

Remark: Application forms and supporting documents of unsuccessful applicants will be destroyed after the admission period



Industry Codes		
Please select the industry code that best describes your company.		
<p>Financial Services</p> <p>01 Commercial banking 02 Diversified financial services 03 Insurance 04 Investment banking/brokerage 05 Investment management 06 Venture capital</p> <p>Non-Manufacturing</p> <p>07 Accounting 08 Advertising/Marketing services 09 Communications services 10 Computer services 11 Construction</p>	<p>12 Consulting 13 Education 14 Entertainment 15 Restaurant and hotel management 16 Government 17 Healthcare services 18 Import/Export/Trading companies 19 Law 20 Charitable organizations 21 Real estate 22 Retail 23 Transportation services 24 Utilities 25 Other non-manufacturing</p>	<p>Manufacturing</p> <p>26 Auto and other transportation equipment 27 Chemicals 28 Electronic Equipment 29 Food/Beverage/Tobacco 30 Forest products/Packaging 31 Household/Personal Products 32 Machinery 33 Pharmaceutical/Biotechnology/Healthcare products 34 Printing/Publishing 35 Textiles/Clothing 36 Other Manufacturing</p>



Request for Statement of Reference (continued)

3. In what areas can the applicant improve?

4. In your opinion, has the applicant given careful consideration to his or her plans for entry into the Master of Science in Marketing Programme?

5. Please use the following scale to compare the applicant with others* you have known during your professional career.

* Indicate the peer reference group to which the applicant is compared: _____

	Outstanding Top 5%	Excellent Top 10%	Above Average Top 25%	Average Top 50%	Below Average Bottom 50%	Unable to Judge
Intellectual ability						
Analytical ability						
Leadership skills						
Ability to work with others						
Compassion						
Self confidence						
Maturity						
Initiative						
Creativity						
Persistence and drive						
Oral communication skills						
Written communication skills						
Overall Rating of Candidate						

6. Please comment on the ratings above and feel free to make additional statements concerning the applicant's accomplishments, managerial potential, and other personal qualities. Attach additional sheets if necessary.

May we call you if the Admissions Committee feels that it would be helpful to contact you by phone regarding the applicant?

If yes, please provide us with your daytime telephone number: _____

Signature _____ Date _____