



## Career Prospects and Salary Level after Graduation 畢業後的就業前景及薪酬水平

Account Executive, Digital Marketing Executive, Marketing Executive, Media Executive and PR Executive in advertising agencies; Event Executive; Customer Relations Officer, etc.

於廣告公司擔任客戶主任、數碼營銷主任、營銷主任、媒體主任及公關主任；亦可擔任活動策劃主任及客戶關係主任等

Average Starting Salary<sup>1</sup>  
平均起薪點<sup>1</sup>

**Around 約**  
**HK\$13.7K**

## Student Activities to Enrich Your Learning 學生活動豐富你的學習生活

- Internship programmes 實習計劃
- Company visits 公司探訪
- Seminars and talks 研討會及講座



DDB Group Hong Kong  
Open Day  
恒美廣告國際有限公司開放日



Summer Placement Scholarship  
Programme 2019 at  
Luxasia (HK) Ltd.  
於Luxasia (HK) Ltd. 進行2019  
暑期實習獎學金計劃



Internship at Adecco  
於Adecco實習

## Graduate Success Stories 畢業生成功故事

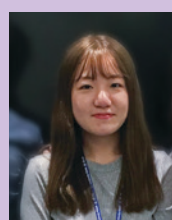


**Azalea Yip**  
**葉芊蕙**

2015 Graduate of  
BA (Hons) in Marketing  
and Public Relations  
市場營銷及公共關係  
(榮譽)文學士  
2015年畢業生

- Currently employed as Marketing and Sales Manager at Arm Channel TV  
現於啱Channel擔任市場及銷售經理

*"Never rush, always be calm and patient."*  
「永不着急，要保持冷靜和耐心。」



**Emerald Ho**  
**何天璐**

2018 Graduate of BA  
(Hons) in Marketing  
Management  
市場營銷管理(榮譽)  
文學士2018年畢業生

- Employed as Media Buyer at Carat Media Services after graduation  
畢業後在凱絡媒體擔任媒體採購員

*"I had a better understanding of the differences between working in the marketing department of a company and in a marketing agency, which inspired me to think about my future career path."*  
「我明白到在一間公司的市場營銷部門和在一間市場營銷機構工作的分別，激發我思考未來的職業路向。」

<sup>1</sup> Source: Average starting salary of PolyU SPEED graduates in BA (Hons) Scheme in Marketing, PolyU SPEED Graduate Employment Survey 2019  
資料來源：2019理大專業進修學院畢業生就業調查 - 理大專業進修學院市場營銷(榮譽)文學士組合課程畢業生之平均起薪點

## Scholarships and Assistantships 獎學金和資助

In the last three academic years, PolyU SPEED has awarded scholarships and assistantships totaling nearly HK\$6.3 million to over 650 students.

過去三個學年，PolyU SPEED 一共頒發了近港幣 630 萬元獎學金和資助予超過 650 位同學。

Scholarships and Assistantships details  
獎學金和資助詳情

## Entrance Requirements 入學資格

Holder of a recognised Associate Degree, Higher Diploma or 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).

持有與商業學科相關的認可副學士、高級文憑或同等學歷的人士。持有非商業學科相關學歷的申請人亦將被考慮；若被錄取，則必須修讀相應的基礎科目。

Note: PolyU SPEED reserves the right to apply additional English language requirements and/ or selection procedures on certain categories of applicants. For full details, please visit the programme webpage.  
備註：香港理工大學專業進修學院保留向某些申請人要求額外英語資格和/或甄選程序的權利。詳情請參閱課程網頁。

## Curriculum Structure 課程結構

General University Requirements (GUR) 大學核心課程		Minimum Requirement 最低要求
<b>Cluster-Area Requirements (CAR) subjects (6 credits) 通識科目 (6 學分)</b> 3 credits of which should be in subjects designated as "China-related"; plus "Reading" and "Writing" requirements in English and Chinese 其中 3 學分為中國相關科目；及英文和中文閱讀及寫作要求	<b>Service Learning (SL) subjects<sup>1</sup> (3 credits) 服務學習課程科目<sup>1</sup> (3 學分)</b>	<b>9 credits 9 學分</b>
Students are also expected to meet the equivalent standard of the Undergraduate Degree Language and Communication Requirements (LCR) <sup>2</sup> . 學生亦須要達到學士學位的語文及溝通課程水平 <sup>2</sup> 。		
Discipline Specific Requirements (DSR) 學科專業課程		Minimum Requirement 最低要求
<b>DSR subjects 學科專業科目</b> Including 6-credit Discipline-specific Language Requirements subjects (3 credits in English and 3 credits in Chinese) and a 3-credit Integrated Study 包括 6 學分為學科專業語文科目 (3 學分為英文及 3 學分為中文) 及 3 學分為綜合學習		<b>51 credits 51 學分</b>
Work-Integrated Education (WIE) 校企協作教育		
300 hours of work-based learning experience 300 小時工作的學習經驗		

<sup>1</sup> Before the full-implementation of SL requirements, students may take a 3-credit Free Elective subject in lieu of the SL subject.  
在服務學習課程全面推行之前，學生可修讀 3 學分的自由選修科目取代服務學習課程。

<sup>2</sup> This is 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.  
學生一般不需要修讀語文及溝通課程。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。

# DSR Subjects 學科專業科目

## Examples of Scheme Compulsory Subjects 組合課程必修科目例子

- Consumer Behavior
- Digital Marketing Strategy
- Effective Professional Communication in English
- Integrated Study (Marketing)
- Marketing Research

## Examples of Award-specific Subjects 學銜專業科目例子

### BA (Hons) in Marketing and Digital Strategy 市場營銷及數碼策略(榮譽)文學士

- Search Engine Marketing and Analytics
- Social Media Marketing Strategy

### BA (Hons) in Marketing and Public Relations 市場營銷及公共關係(榮譽)文學士

- Crisis and Reputation Management
- Strategic Public Relations

### BA (Hons) in Marketing Management 市場營銷管理(榮譽)文學士

- Brand Management
- Services Marketing

## Programme Duration and Study Mode 修讀年期及模式

2-year Full-time  
2年全日制

## 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 課程費用

HK\$2,550 per credit  
每學分港幣2,550元

Tuition fees for the 2021/22 academic year are subject to review; fees are 10% higher for non-local students.  
2021/22學年課程費用有待審核；非本地學生課程費用高10%。

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

### BA (Hons) in Marketing and Digital Strategy 市場營銷及數碼策略(榮譽)文學士

Award Leader  
學銜統籌

Dr Daisy LEE ☎ 3746 0744

李雪梅博士 ✉ daisy.lee@cpce-polyu.edu.hk  
BEng (C.U.H.K.); MBA (Dubuque); DBA (Newcastle)

### BA (Hons) in Marketing and Public Relations 市場營銷及公共關係(榮譽)文學士

Scheme Leader and Award Leader  
組合課程統籌及學銜統籌

Dr Aris LAM ☎ 3746 0704

林玉秋博士 ✉ aris.lam@cpce-polyu.edu.hk  
BSocSc (H.K.); PgCert, MEd (Open H.K.); MSc, PhD (H-W)

### BA (Hons) in Marketing Management 市場營銷管理(榮譽)文學士

Award Leader  
學銜統籌

Dr Calvin WAN ☎ 3746 0097

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BSc, MSc [PolyU(H.K.)]; MPA (H.K.); PhD [PolyU(H.K.)]; MCIM

## Enquiries 查詢

☎ 3400 2828 ✉ speed@speed-polyu.edu.hk

The structure and curriculum of the Scheme are currently under review. The updated structure and curriculum can be found on the PolyU SPEED website towards the end of 2020.  
此組合課程的結構及內容現正進行審批。最新的課程結構及內容將於2020年年底在PolyU SPEED網頁公布。

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。

School of Professional Education and Executive Development is operated by College of Professional and Continuing Education Limited which is an affiliate of The Hong Kong Polytechnic University.  
專業進修學院是由香港理工大學之附屬機構專業及持續教育學院有限公司管理。