

PolyU SPEED 2026/27



Master of Science in Digital Business and Marketing Management 数码业务及市场营销管理理学硕士

September 2026 Entry 2026 年 9 月开学



Full-time
全日制
Part-time
兼读制

- **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.
必备知识与技能：面向未来的企业正在投资智慧解决方案和电子商务策略，这对数位行销、电子商务、数据分析等领域的数位业务管理人才的需求庞大
- **Comprehensive and Specialised Curriculum:** covering digital transformation, customer engagement, content marketing, data analytics, AI, etc.
全面且专业的课程：涵盖数位转型、客户参与、内容行销、数据分析、人工智能等
- **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
产业前景广阔：全球企业重视备受追捧的数位业务人才，包括数位行销、沟通与参与、电子商务和 CRM
- **Empowering Education:** the programme is backed by the Research Centre for Green Business (RCGB)
赋能教育：该计划由绿色商业研究中心 (RCGB) 支持

Programme Basic Information 课程基本资料

Duration of Study:
1 year (Mixed-mode Full-time) / 2 years (Mixed-mode Part-time)
修读年期：
1 年（混合模式全日制）/ 2 年（混合模式兼读制）

Commencement Date: September 2026 Entry
开课日期：2026 年 9 月开学

Tuition Fee: HK\$249,790
学费：港币 249,790 元

Programme Structure 课程结构

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.
学生需要完成 11 个科目合共 31 个学分，取得满意成绩，并需于一科电子学习科目(非学分)取得合格成绩，以满足国民教育要求，方可取得硕士学位。

Compulsory Subjects (all 9 subjects; 3 credits each unless otherwise specified)
必修科目（全部 9 科目，每科 3 学分，另有规定除外）

- Academic Integrity and Ethics in Business and Hospitality Management (1 credit 学分)
- 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)
选修科目[#]（任何 2 科目，每科 3 学分）

- 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.
每科选修科必须有足够报读人数才会开办。

Career Prospects 就业前景

- 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 年人才清单涵盖 9 个产业领域 51 个专业。「数位行销与品牌推广专家」是本地人才需求较高的 51 个职业之一，其职业前景包括：
 - 为多媒体和图形项目创建数位资产（例如网站、行动应用程序、广告、动画、电子邮件、社交媒体、视讯游戏和互动式显示器）
 - 创建和管理公司的视觉品牌标识，并开发行销材料（例如徽标、小册子、网站设计和广告活动）
- Companies want to ensure all branding and marketing initiatives are up-to-date with industry trends
公司希望确保所有品牌和行销措施都符合行业趋势
- 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.毕业生可担任以下职位：
 - 内容行销经理、CRM 经理、数位通讯经理、数位参与经理、数位行销经理、数位绩效经理及电子商务经理等

Entrance Requirements 入学要求

Holders of a recognised bachelor's degree, or an equivalent qualification in business management/marketing management.
持有认可的商业管理 / 市场营销学士学位或同等学历。

For details of entrance requirements, please visit the programme webpage.
入学要求详情，请浏览课程网页。

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

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