

POLYU POSTGRADUATE
PROGRAMMES IN
**MANAGEMENT
AND
MARKETING**

MSc in Business Analytics

2025-2026

MSc in Human Resource Management

MSc in International Management and Leadership (New)

MSc in Marketing Management

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An abstract graphic consisting of numerous thin, curved lines in various colors (blue, green, yellow, orange, red, purple) that sweep across the bottom half of the page, creating a sense of dynamic movement and depth.

WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 280 institutions
- Offering over 160 taught programmes
- Working on over 2,750 research projects

International Rankings

#03

QS World University Rankings: Sustainability 2024 (Hong Kong)

#07

Times Higher Education (THE) Young University Rankings 2024

#10

Times Higher Education (THE) World's Most International Universities 2024

#17

QS Asia University Rankings 2025

WHY POLYU BUSINESS SCHOOL

- A comprehensive portfolio of academic programmes
- Over 170 world-class scholars including specialists in accounting, finance, logistics, management, marketing, and transport
- Research and specialist centres facilitate single and multidisciplinary studies
- International context and culturally diverse environment
- Network of over 55,000 alumni

Accreditations



International Rankings

#01

Clarivate Web of Science 2021-2023: Shipping Research

#04

ShanghaiRanking Global Ranking of Academic Subjects (GRAS) 2024: Management

#41

UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings based on Research Contributions 2019-2023

#45

Times Higher Education (THE) World University Rankings 2024: Business & Economics



DEAN'S MESSAGE

Welcome to the Faculty of Business of PolyU.

The Faculty of Business, known as PolyU Business School (PBS), is a world-class business school that offers top-quality academic programmes and spearheads cutting-edge research in business and related disciplines. We take pride in our accreditations from AACSB International (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

Dedicated to the pursuit of **Innovation-driven Education and Scholarship (IDEAS)**, PBS collaborates with stakeholders to create a positive societal impact sustainably, with a focus on Hong Kong and the Greater Bay Area. Through our educational programmes, partnerships, and close connections with industry and the professional community, we aim to share knowledge and technology with the wider community.

Our comprehensive portfolio of undergraduate and postgraduate programmes, many of which are endorsed by professional bodies, encompass key areas such as accounting, aviation, business artificial intelligence, ESG, finance, logistics, management, maritime, marketing, shipping, and transport. Alongside the BBA, MBA, DBA/DMgt, DFinTech, and specialised master's degrees, our research programmes also lead to the MPhil and PhD qualifications.

To maintain currency of our academic programmes and specialist consultancy services, our faculty members conduct pioneering and impactful research within and across their disciplines, supported by our Case Consortium and centres for branding and marketing, digital transformation, economic sustainability and entrepreneurial finance, financial technology, leadership and innovation, maritime data and sustainable development, and shipping and logistics. Our research has been ranked 41st globally in *The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2019-2023*.

We invite you to become part of our community of over 170 esteemed scholars from around the world, 5,200 students, and 55,000 alumni.

Ir Prof. T.C. Edwin Cheng

IASCYS Academician, FHKEng, ScD, PhD

Dean, Faculty of Business

Fung Yiu King – Wing Hang Bank Professor in Business Administration

Chair Professor of Management

HEAD'S MESSAGE



Welcome to the postgraduate programmes offered by the Department of Management and Marketing of the Faculty of Business at The Hong Kong Polytechnic University.

Our Faculty has been ranked 41st in the world, according to the University of Texas at Dallas (UTD) Top 100 Worldwide Business School Rankings based on research contributions to 24 leading business journals between 2019 and 2023. According to the QS World University Rankings by Subject 2024, we are ranked first in Marketing and third in Business and Management Studies in Hong Kong.

Our postgraduate programmes in Management, Marketing, and Business Analytics, taught by an international faculty of experienced academics, are designed exclusively for business executives who wish to advance the frontiers of knowledge and skills in management and marketing in meeting tomorrow's challenges. The curriculum of our programmes is designed to enable you to apply cutting-edge theories to business practices, and to embrace challenges in the fields of management and marketing. The elite cohort and well-connected alumni and business partners help you to widen your horizon and social network. We are also determined to provide useful career development services to help our students to be competitive on the job market, especially in the Greater Bay Area.

Join us and be inspired by our programmes – you will find yourself better equipped for continued success and future challenges where it counts most in the real world.

A stylized, handwritten signature in dark green ink, consisting of several fluid, connected strokes.

Prof. Wu Liu

Professor and Head
Department of Management and Marketing

MASTER OF SCIENCE SCHEME IN **MANAGEMENT AND MARKETING**

The Master of Science Scheme in Management and Marketing comprises the following programmes designed to enhance students' competence in combining theoretical knowledge with practical applications to assess and solve organizational, marketing and analytics issues.

MSc in Business Analytics (Mixed-mode)

MSc in Human Resource Management (Mixed-mode)

MSc in International Management and Leadership (Full-time mode)

MSc in Marketing Management (Mixed-mode)

MSc in **BUSINESS ANALYTICS**

Programme Code:

23090 – MAF (Full-time)

23090 – MAP (Part-time)

Programme Director:

Prof. Xin Xu

Deputy Programme Director:

Dr Vincent Cho



Aim

This programme starts with fundamentals of applying analytical techniques on big data for decision supports of an organization, and progresses to in-depth studies of various application domains.

Features

- Emphasizes essential skills and knowledge of business analytics
- Applies domains of business analytics
- Covers theoretical knowledge and research findings of decision making using big data
- Offers opportunities to apply theories to investigating and solving business problems
- Focuses on systematic training and development of skills and competence in business analytics
- Enhances ability to solve big data problems
- Empowers students to achieve career potential via professional coaching and career services

Structure

For the MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each)
- 6 Elective Subjects (3 credits each)
- 1 AIE Subject (1 credit)

OR

- 4 Compulsory Subjects (3 credits each)
- 2 Elective Subjects (3 credits each)
- 1 AIE Subject (1 credit)
- the subject Research Methods (3 credits) and a Dissertation (9 credits)

Students may graduate with a Postgraduate Diploma upon completing 4 Compulsory Subjects, 1 AIE subject and 3 Elective Subjects (22 credits).

Compulsory Subjects ⁺

- Business Analytics ^{*}
- Business Intelligence and Decisions ^{*}
- Management Information Systems ^{*}
- Organization and Management ^{*}

AIE Subject ⁺

- Academic Integrity and Ethics in Business

Elective Subjects ^{+@}

- Applications of Decision Making Models
- Business Applications of Blockchain
- Business Forecasting
- Decision Analytics by Machine Learning
- Decision Making for Leadership
- E-Commerce
- Enterprise Resource Planning
- Entrepreneurship
- Field Study for Business Management
- Launchpad to Advanced Analytics (0 credit)
- Managing Operations Systems
- Marketing Management
- MM MSc Career Workshop (0 credit)
- Models for Decision Making
- Research Methods
- Seminars in Emerging Technology
- Social Media Marketing
- Strategic Management
- Technology Innovation and Management
- Textual Analysis in Business

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



^{*} These subjects have been included in the list of reimbursable courses under the Continuing Education Fund. The programme (MSc in Business Analytics) is recognized under the Qualifications Framework (QF Level 6).

Mode of study: Mixed-mode

Student may pursue their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Duration

Students normally complete the programme full-time in 1.5 years or part-time in 2.5 years. Students who wish to extend their studies beyond the normal duration can submit a request to the Department of Management and Marketing for consideration.

The programme offers a structured progression. Students are encouraged to follow the pattern to benefit from the cohort-based structure. Classes are normally scheduled on weekday evenings, with some daytime classes for full-time students. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

- Applicants should have a Bachelor's degree or equivalent academic/professional qualifications, preferably with at least one year of relevant work experience.
- Applicants, normally aged 27 or above, with other post-secondary qualifications and at least 6 years of work experience in industry, commerce or public administration, including 3 years in a managerial capacity, will also be considered.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Shortlisted candidates may be invited to attend admission interviews.

Fee

Local and Non-local students:

The tuition fee is HK\$361,500 per programme (HK\$12,050 per credit).

Enquiries

For further information

 (852) 2766 7381 / (852) 2766 7108

 mm.msc@polyu.edu.hk

For academic matters

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 vincent.cho@polyu.edu.hk

 www.polyu.edu.hk/mm/study/tpg/ba

Online application: www.polyu.edu.hk/study

Messages from our Alumni



In this information era, most organisations rely on analysts to examine collected data and discover patterns and trends. They use statistical tools and machine learning to extract valuable insights that enhance performance, foster growth, and maintain a leading industry position.

To overcome the threat of rapid technological advancement making jobs obsolete, it is crucial to be proactively prepared in data analysis skills and techniques. This knowledge complements our unique human abilities to interpret, think critically, and plan strategically.

I am glad to have taken this programme. It is designed to guide students from basic machine learning to advanced deep learning, focusing on both theory and practical application to deepen understanding. The curriculum was reviewed annually to incorporate cutting-edge techniques that align with market demand. It gave me hands-on experiences with state-of-the-art Python analytical tools, including neural networks for business forecasting and topic modelling, and word embedding for textual analysis. The programme also enhanced our leadership and decision-making skills. Its comprehensive curriculum helped us stay current and competitive in a dynamic business environment.



CHEUNG Suet Ngan, Florence (2023/24 Graduate)



The MSc in Business Analytics programme has been an invaluable experience that has fully prepared me for the realities of working as a business analyst. Unlike many programmes on the market, the MSc in Business Analytics strikes an ideal balance between imparting foundational theories and equipping students with technical methodologies. Notably, the curriculum ensures that graduates can effectively translate skills and knowledge into practical applications for real-world business challenges.

By combining hands-on projects and case studies, I was able to build a portfolio demonstrating my ability to clean and understand complex data, construct predictive models, and translate data-driven insights into practical business recommendations. This applied learning approach honed my analytical mindset and presentation skills – capabilities that I believe will be highly transferable to any future role in my career path. The curriculum also ensures proficiency with industry-relevant languages and tools, including SQL, SPSS, Python, and SmartPLS.

Overall, this programme offers a solid foundation for prospective business analysts to develop both the essential skill sets and the necessary business acumen to thrive in this dynamic industry. The experience has been incredibly enjoyable and rewarding.



Li Tsz Man Lavina (2023/24 Graduate)



MSc in **HUMAN RESOURCE MANAGEMENT**

Programme Code:
23090 – MHF (Full-time)
23090 – MHP (Part-time)

Programme Director:
Dr Annie Ko



Aim

This programme combines theoretical knowledge with application of theories to understand and solve organizational issues. It helps students to manage effectively.

Features

- A conversion programme for general and HR professionals and managers
- A wide range of people management courses
- Emphasis on both theory and practice
- Local and global perspectives in private and public sectors
- Empowers students to achieve career potential via professional coaching and career services

Structure

For the MSc, students complete 31 credits.

- 4 Compulsory Subjects (3 credits each)
- 6 Elective Subjects (3 credits each)
- 1 AIE Subject (1 credit)

OR

- 4 Compulsory Subjects (3 credits each)
- 2 Elective Subjects (3 credits each)
- 1 AIE Subject (1 credit)
- the subject Research Methods (3 credits) and a Dissertation (9 credits)

Students may graduate with a Postgraduate Diploma upon completing 4 Compulsory Subjects, 1 AIE subject and 3 Elective Subjects (22 credits).

Compulsory Subjects ⁺

- Human Resource Management ^{*}
- Human Resource Development
- Organization and Management ^{*}
- Organizational Behaviour ^{*}

AIE Subject ⁺

- Academic Integrity and Ethics in Business

Elective Subjects ^{+@}

- Business Analytics
- Decision Analytics by Machine Learning
- Decision Making for Leadership
- Entrepreneurship
- Field Study for Business Management
- Global Leadership in the Asian Context
- Human Resource Management in China
- HRM Seminars
- International Management
- Launchpad to Advanced Analytics (0 credit)
- Management of Pay and Benefits
- Marketing Management
- Mediation at Workplace
- MM MSc Career Workshop (0 credit)
- Negotiation and Conflict Management
- Political and Economic Environment for Management
- Practice of Human Resource Management
- Research Methods
- Strategic Human Resource Management
- Strategic Management ^{*}
- Wellbeing at Work

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



^{*} These subjects have been included in the list of reimbursable courses under the Continuing Education Fund. The programme (MSc in Human Resource Management) is recognized under the Qualifications Framework (QF Level 6).

Mode of study: Mixed-mode

Student may pursue their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Duration

Students normally complete the programme full-time in 1.5 years or part-time in 2.5 years. Students who wish to extend their studies beyond the normal duration can submit a request to the Department of Management and Marketing for consideration.

The programme offers a structured progression. Students are encouraged to follow the pattern to benefit from the cohort-based structure. Classes are normally scheduled on weekday evenings. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

- A Bachelor's degree or equivalent professional qualifications, preferably with at least one year of relevant work experience.
- Applicants, normally aged 27 or above, with other post-secondary qualifications and at least 6 years of work experience in industry, commerce or public administration, including 3 years in a managerial capacity, will also be considered.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Suitable candidates may be invited to attend admission interviews.

Fee

Local and Non-local students:

The tuition fee is HK\$312,000 per programme (HK\$10,400 per credit).

Enquiries

For further information

 (852) 2766 7381 / (852) 2766 7117

 mm.msc@polyu.edu.hk

For academic matters

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 aanko@polyu.edu.hk

 www.polyu.edu.hk/mm/study/tpg/hrm

Online application: www.polyu.edu.hk/study

Messages from our Alumni



Determined to stay competitive in the ever-evolving HR industry, I embarked on this master's journey with a strong commitment to make a difference, particularly during the challenging times of COVID-19. The transition from face-to-face to online classes was remarkably smooth. The virtual learning environment, enhanced with interactive tools such as polls and breakout sessions, turned out to be surprisingly engaging.

The programme's adaptability and the valuable insights from guest speakers were truly exceptional. Networking opportunities with industry leaders and practical electives such as negotiation and mediation not only enriched my professional life but also improved my daily interactions. A highlight of the programme was the coaching sessions, which provided deep insights into workplace behaviours and tendencies. With guidance from a skilled coach, I developed a more critical professional approach and learned to stay aware of potential blind spots.

Reflecting on my experience, I've discovered a passion for people-centric approaches and the crucial role of culture in organisations. As we move beyond COVID-19, I am eager to foster positive corporate cultures that prioritise employee well-being. I am grateful that I made this great decision, and for the enriching journey it has provided!



Chan Hoi Yin, Jan (2022/23 Graduate)



PolyU's MSc in Human Resource Management programme has transformed my career and my professional development. Its practical approach and emphasis on real-world applications have been pivotal in advancing my career. By going beyond theoretical concepts, the programme honed my expertise in critical areas such as human resource development, mediation, and strategic leadership.

I developed essential skills for navigating the complexities of today's workplaces through immersive projects, in-depth case studies, and invaluable insights from professors. This industry-centric programme seamlessly immersed me in the professional realm, enabling me to immediately apply newfound knowledge within my organisation.

The PolyU programme not only accelerated my career trajectory but also instilled a deep understanding of HR practices. It fostered a mindset of continuous growth and unwavering excellence in the dynamic field of human resources.



CHEUNG Yuen Wai, Minnie (2023/24 Graduate)





MSc in **INTERNATIONAL MANAGEMENT AND LEADERSHIP**

Programme Code:
23090 – MIF (Full-time)

Programme Director:
Prof. Zhan Xueyong

Deputy Programme Director:
Prof. Melody Zhang

Aim

This programme aims to develop future leaders who are effective problem solvers and changemakers in an increasingly complex international environment. We seek to equip our students with deep understanding of human behaviours in a broad range of business functions, and to empower them to become responsible global leaders of tomorrow.

Features

- Develops mindset, skillset, and knowledge to lead in the 21st-century business environment
- Analyzes human behaviours and decisions in cross-cultural and cross-sectoral settings
- Applies concepts in people management, leadership, marketing management, and sustainable development
- Tackles real-world issues through idea exchange and facilitated problem-solving
- Empowers students to achieve career potential via professional coaching and career services

Structure

For the MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each except AIE subject which is 1 credit)
- 3 Core Subjects (3 credits each)
- 4 Elective Subjects (3 credits each)

Students may graduate with a Postgraduate Diploma upon completing 4 Compulsory Subjects and 3 Other (Core/Elective) Subjects (22 credits).

Compulsory Subjects ⁺

- Academic Integrity and Ethics in Business
- International Business Policy
- Leading Global Sustainability
- Organization and Management

Core Subjects ⁺

- Cross-Cultural Management
- Field Study for Business Management
- Global Economy and Business
- Global Marketing in Cross-Cultural Perspectives
- Global Risk and Decision Analysis
- Global Sourcing and Supply

Elective Subjects ⁺

- | | |
|--|---------------------------------------|
| • Cross-sectoral Leadership for International Business | • Marketing Management in China |
| • Decision Analytics by Machine Learning | • Mediation at Workplace |
| • Decision Making for Leadership | • MM MSc Career Workshop (0 credit) |
| • Entrepreneurship | • Negotiation and Conflict Management |
| • Human Resource Management in China | • Research Methods |
| • Independent Projects | • Strategic Management |
| • Launchpad to Advanced Analytics (0 credit) | |

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

Mode of study: Full-time mode

This is a full-time programme (taking 9 credits or more in a semester) with lectures scheduled for weekday daytimes and evenings. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Duration

Students normally complete the programme full-time in 1.5 years. Students who wish to extend their studies beyond the normal duration can submit a request to their Department/Faculty for consideration.

The programme offers a structured progression. Students are encouraged to follow this progression to benefit from the cohort-based structure.

Entrance Requirements

- Applicants should have a Bachelor's degree or equivalent academic/professional qualifications.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Shortlisted candidates may be invited to attend admission interviews.

Fee

Local and Non-local students:

The tuition fee is HK\$342,000 per programme (HK\$11,400 per credit).

Enquiries

For further information

 (852) 2766 7381 / (852) 2766 7108

 mm.msc@polyu.edu.hk

For academic matters

Prof. Zhan Xueyong  (852) 3400 3648

 xueyong.zhan@polyu.edu.hk

 www.polyu.edu.hk/mm/study/tpg/iml

Online application: www.polyu.edu.hk/study

Marketing

MSc in **MARKETING MANAGEMENT**

Programme Code:

23090 – MKF (Full-time)

23090 – MKP (Part-time)

Programme Director:

Prof. Zhang Xubing

Deputy Programme Director:

Prof. Celine Ho

Aim

This programme enables non-marketing graduates to connect theory with practice in the field of marketing. It covers a range of specialist marketing issues in areas such as online consumer market analysis, managerial issues in marketing, analytical methods for market research and global marketing strategy.

Features

- Equips students with sound knowledge and skills in marketing and related areas
- Offers a comprehensive range of marketing electives
- Covers applied marketing and leading-edge marketing practices and issues
- Focuses on finding marketing opportunities and solving marketing problems in Hong Kong and mainland China
- Empowers students to achieve career potential via professional coaching and career services

Structure

For the MSc, students complete 31 credits

- | | | |
|--|-----------|--|
| <ul style="list-style-type: none">• 4 Compulsory Subjects (3 credits each)• 6 Elective Subjects (3 credits each)• 1 AIE Subject (1 credit) | <u>OR</u> | <ul style="list-style-type: none">• 4 Compulsory Subjects (3 credits each)• 2 Elective Subjects (3 credits each)• 1 AIE Subject (1 credit)• the subject Research Methods (3 credits) and a Dissertation (9 credits) |
|--|-----------|--|

Students may graduate with a Postgraduate Diploma upon completing 4 Compulsory Subjects, 1 AIE subject and 3 Elective Subjects (22 credits).

Compulsory Subjects ⁺

- Consumer Behaviour ^{*}
- Introduction to Customer Value ^{*}
- Marketing Management ^{*}
- Organization and Management

AIE Subject ⁺

- Academic Integrity and Ethics in Business

Elective Subjects ^{+@}

- | | |
|--|--|
| <ul style="list-style-type: none">• Advanced Marketing Research• Brand Management• Business Analytics• Business to Business Marketing• Content Marketing and Storytelling• Decision Analytics by Machine Learning• Decision Making for Leadership• E-Commerce• Entrepreneurship• Field Study for Business Management• Global Marketing in Cross-Cultural Perspectives• International Management | <ul style="list-style-type: none">• Launchpad to Advanced Analytics (0 credit)• Marketing Innovation and Industry Leadership• Marketing Management in China• Marketing Strategy• MM MSc Career Workshop (0 credit)• Practice of Marketing Management• Promotion and Advertising• Research Methods• Sales Management• Services Marketing• Social Media Marketing• Technology Innovation and Management |
|--|--|

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



^{*} These subjects have been included in the list of reimbursable courses under the Continuing Education Fund. The programme (MSc in Marketing Management) is recognized under the Qualifications Framework (QF Level 6).

Mode of study: Mixed-mode

Student may pursue their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Duration

Students normally complete the programme full time in 1.5 years or part time in 2.5 years. Students who wish to extend their studies beyond the normal duration can submit a request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Students are encouraged to follow the pattern to benefit from the cohort-based structure. Classes are normally scheduled on weekday evenings, with some daytime classes for full-time students. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

Applicants should have a Bachelor's degree or equivalent academic/professional qualifications. There is no restriction on their previous background – business, engineering, social sciences, natural sciences, humanities, law and others are all acceptable.

Priority will be given to applicants with relevant work experience.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Shortlisted candidates may be invited to attend admission interviews.

Fee

Local and Non-local students:

The tuition fee is HK\$342,000 per programme (HK\$11,400 per credit).

Enquiries

For further information

 (852) 2766 7381 / (852) 2766 7117

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For academic matters

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Online application: www.polyu.edu.hk/study

Messages from our Alumni



Marketing is a fluid business practice. It has become one of the most challenging and interesting careers in this age of fragmentation, the rise of social media, and the increase in customer segments.

At PolyU, the MSc in Marketing Management programme offers a unique learning environment. The most significant aspect is the evolving disciplinary innovation of the programme. Professors constantly pioneer new disciplines relevant to today's marketing environment and invite practitioners from companies and organisations of different sizes and industries to share their experiences working as CEOs, managers, innovators, and creators in the classroom. This learning process brought new life to theory and expanded our knowledge.

Another important learning process is teamwork. You will gain different perspectives on the same topic from students from different countries, provinces, and backgrounds, realise how big the market is, and understand why it is important to be flexible in your marketing approach.

Of course, learning is an active process that involves digging deeper to find joy. The diverse examples, articles, and materials add up to a wealth of resources. I would like to thank PolyU for such a fulfilling and unforgettable experience. It has equipped me with the skills and knowledge I need to anticipate and welcome the ever-changing market.



MA Xiaojia, Maggie (2023/24 Graduate)



After working in Mainland China for several years, I wanted to enhance my skills with a structured and global perspective on branding and marketing. Enrolling in the Marketing Management programme at PolyU was a strategic step that aligned with my career goals. The most valuable insight I gained was understanding the logic and psychology behind consumer decision-making, which enabled me to deepen my grasp of consumer behaviour in different markets. The programme also taught me how to apply scientific and data-driven principles to marketing strategies using a range of data analysis tools. This approach empowered us to use quantitative thinking and methodologies to scrutinise markets, social media, and advertising to amplify marketing impact.

The programme laid a strong theoretical foundation and encouraged the use of practical case studies. We examined the factors that contribute to a company's success or failure in brand marketing in the real world. It also offered enriching extracurricular activities, such as sessions on business etiquette, networking, and internships. These helped me transition into the professional environment and helped me grow as a marketer.

In brief, by making full use of the programme – the courses, the professors, and the extracurricular activities – I believe your study experience will be valuable and unique.



LI Heping, Bryce (2023/24 Graduate)









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The content of this publication is updated until December 2024.