

PolyU Postgraduate Programmes in

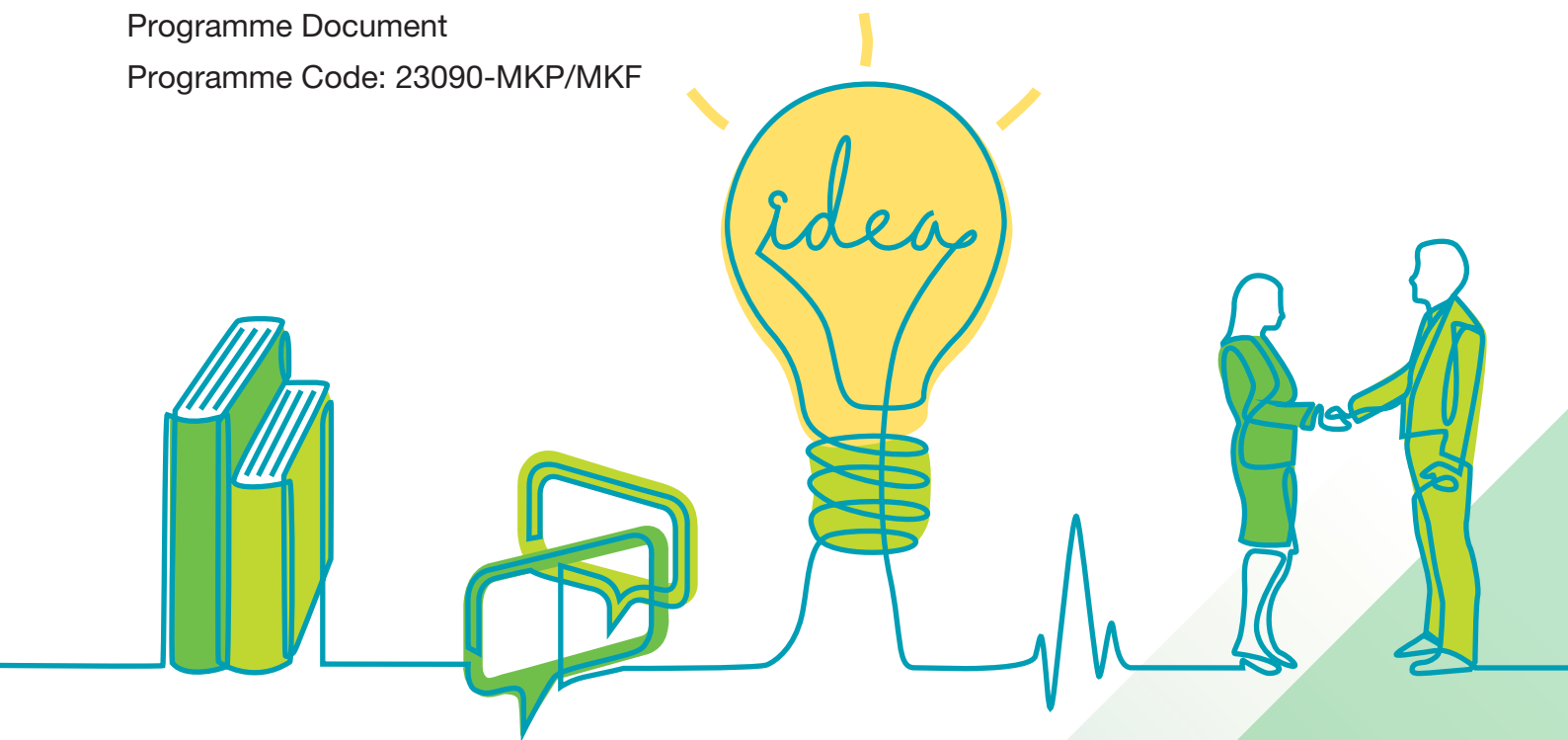
# Management and Marketing

## 2019-2020

### MSc in Marketing Management

Programme Document

Programme Code: 23090-MKP/MKF



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### **MM Programme Web Page**

<https://mm.polyu.edu.hk/study/tpg/mm/>

### **PolyU Student Handbook Web Page**

<https://www.polyu.edu.hk/as/web/en/for-polyu-students/student-handbook/index.html>

### **Department of Management and Marketing (MM)**

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### **Office hours:**

Mondays to Fridays:

8:45 am – 1:00 pm

2:00 pm – 6:30 pm

Saturdays, Sundays & Public Holidays: Closed

## FOREWORD

It is our pleasure to welcome you to the Master of Science in Marketing Management programme offered by the Department of Management and Marketing at The Hong Kong Polytechnic University.

This programme prepares graduates to meet the needs of the marketing profession. Successful completion of this programme will equip you with knowledge and skills that are useful for business organizations to create value and sustain competitiveness in the marketing field.

This Programme Document contains important information that is of direct relevance to your studies. You are strongly advised to read it carefully and use it as a guide for working out your study plan.

We wish you an enjoyable and rewarding experience with the University.

With warmest regards

A handwritten signature in black ink, appearing to read 'XU Xin', with a stylized, flowing script.

**Dr XU Xin**  
Associate Professor & Interim Head  
Department of Management and Marketing

**The Hong Kong Polytechnic University**  
**Revised Academic Calendar 2019-20 (by Semester Week)**

Month	Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Sem. Week	Notes
Aug 2019	--	26	27	28	29	30	31	1	--	Sep. 2: Sem. 1 commences (13 teaching weeks: Sep. 2 - Nov. 30)
Sep	1	2	3	4	5	6	7	8	1	Sep. 2 - 13: Add/Drop Period for Sem. 1
	2	9	10	11	12	13	14	15	2	Sep. 13: Mid-Autumn Festival (all evening classes suspended) / Sep. 14: The day following Mid-Autumn Festival
	3	16	17	18	19	20	21	22	3	
	4	23	24	25	26	27	28	29	4	
Oct	5	30	1	2	3	4	5	6	5	Oct. 1: The National Day
	6	7	8	9	10	11	12	13	6	Oct. 5: PolyU Education Info Day (all day-time and evening classes suspended)
	7	14	15	16	17	18	19	20	7	Oct. 7: Chung Yeung Festival
	8	21	22	23	24	25	26	27	8	Oct. 26: Twenty-fifth Congregation (Main Conferment Session, also first session)
Nov	9	28	29	30	31	1	2	3	9	
	10	4	5	6	7	8	9	10	10	
	11	11	12	13	14	15	16	17	11	Nov. 16: Twenty-fifth Congregation (Last Conferment Session)
	12	18	19	20	21	22	23	24	12	
Dec	13	25	26	27	28	29	30	1	13	Nov. 30: Sem. 1 teaching ends
	14	2	3	4	5	6	7	8	Exam.	Dec. 2 - 4: Revision Days for Sem. 1 / Dec. 5 - 20: Examination Period for Sem. 1
	15	9	10	11	12	13	14	15	Exam.	
	16	16	17	18	19	20	21	22	) Exam./	Dec. 22: Winter Solstice
	17	23	24	25	26	27	28	29	) Exam.	Dec. 25: Christmas Day / Dec. 26: The first weekday after Christmas Day
Jan 2020	18	30	31	1	2	3	4	5	) Result	Dec. 31: All subject assessment results finalised / Jan. 1: First Day of January
	19	6	7	8	9	10	11	12	) Processing	Jan. 9: Finalisation of overall assessment results / Jan. 10: Announcement of Sem. 1 overall assessment results
	20	13	14	15	16	17	18	19	1	Jan. 13: Sem. 2 commences (13 teaching weeks: Jan. 13 - Apr. 18) / Jan. 13 - 24: Add/Drop Period for Sem. 2
	21	20	21	22	23	24	25	26	2	Jan. 24: Lunar New Year's Eve (all evening classes suspended) / Jan. 25 - 28: Lunar New Year Holidays
Feb	22	27	28	29	30	31	1	2	Lunar New Year Break	Jan. 29 - Feb. 1: Lunar New Year Break (all day-time and evening classes suspended)
	23	3	4	5	6	7	8	9	3	
	24	10	11	12	13	14	15	16	4	
	25	17	18	19	20	21	22	23	5	
Mar	26	24	25	26	27	28	29	1	6	
	27	2	3	4	5	6	7	8	7	
	28	9	10	11	12	13	14	15	8	
	29	16	17	18	19	20	21	22	9	
	30	23	24	25	26	27	28	29	10	
Apr	31	30	31	1	2	3	4	5	11	Apr. 4: Ching Ming Festival
	32	6	7	8	9	10	11	12	12	Apr. 10 - 13: Easter Holidays
	33	13	14	15	16	17	18	19	13	Apr. 18: Sem. 2 teaching ends
	34	20	21	22	23	24	25	26	Exam.	Apr. 20 - 23: Revision Days for Sem. 2 / Apr. 24 - May 12: Examination Period for Sem. 2
May	35	27	28	29	30	1	2	3	Exam.	Apr. 30: The Buddha's Birthday / May 1: Labour Day
	36	4	5	6	7	8	9	10	Exam.	
	37	11	12	13	14	15	16	17	) Exam./	
	38	18	19	20	21	22	23	24	) Exam. Result	May 20: All subject assessment results finalised
	39	25	26	27	28	29	30	31	Processing	May 25: Summer Term commences (7 teaching weeks: May 25 - Jul. 11)
Jun	40	1	2	3	4	5	6	7	2	May 25 - 30: Add/Drop Period for Summer Term / May 28: Finalisation of overall assessment results
	41	8	9	10	11	12	13	14	3	May 29: Announcement of Sem. 2 overall assessment results
	42	15	16	17	18	19	20	21	4	
	43	22	23	24	25	26	27	28	5	Jun. 25: Tuen Ng Festival
Jul	44	29	30	1	2	3	4	5	6	Jul. 1: The HKSAR Establishment Day
	45	6	7	8	9	10	11	12	7	Jul. 11: Summer Term teaching ends
	46	13	14	15	16	17	18	19	Exam.	Jul. 13 - 18: Examination Period for Summer Term
	47	20	21	22	23	24	25	26	) Exam.	Jul. 13 - Aug. 11: International Summer School (tentative, optional field trips to be held in Weeks 44 - 45)
Aug	48	27	28	29	30	31	1	2	) Result	Jul. 27: All subject assessment results finalised
	49	3	4	5	6	7	8	9	) Processing	Aug. 4: Finalisation of overall assessment results
	50	10	11	12	13	14	15	16	--	Aug. 5: Announcement of Summer Term overall assessment results
	51	17	18	19	20	21	22	23	--	
	52	24	25	26	27	28	29	30	--	Aug. 30: Academic Year 2019-20 ends

General Holidays

Dates of finalisation of examination results

## **PART I: GENERAL INFORMATION**

### **1. PROGRAMME OVERVIEW**

The Master of Science in Marketing Management aimed primarily at those who have professional or technical qualifications, but need to broaden their knowledge and skills in the area of marketing management. It covers a range of specialist marketing issues in such areas as on-line consumer market analysis, managerial issues in marketing, analytic methods for market research and global marketing strategy.

### **2. PROGRAMME AIMS**

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 such areas as online consumer market analysis, managerial issues in marketing, analytical methods for market research and global marketing strategy.

The programme emphasizes on:

- (i) Sound knowledge and skills in marketing and related areas
- (ii) Comprehensive range of marketing electives
- (iii) Applied marketing and leading-edge marketing practices and issues
- (iv) Finding marketing opportunities and solving marketing problems in Hong Kong and mainland China

### **3. PROGRAMME OUTCOMES AND LEARNING OBJECTIVES**

- (i) Solve business problems  
Learning Objective:  
Understand the principles and practices of management, marketing, and ethics, and apply theories to solve business issues.
- (ii) Analysis of consumer value  
Learning Objective:  
Analyze the process of creating and improving customer values for a better marketing planning.
- (iii) Analysis consumer behaviour  
Learning Objective:  
Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice.
- (iv) Additional expertise in selected aspects of marketing management  
Learning Objective:  
Develop additional expertise in selected aspects of marketing management, chosen from: International Management; E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing.

### **4. ENTRANCE REQUIREMENTS**

The minimum entrance requirements for this award are:

- (i) a Bachelor's degree; or
- (ii) equivalent academic/professional qualifications

There is no restriction on students' previous background – business, engineering, social sciences, natural sciences, humanities, law and others are all acceptable.

Priority will be given to those with relevant work experience.

## 5. PROGRAMME STRUCTURE

### 5.1 Programme Information

Programme Code and Title:  
23090 Master of Science in Marketing Management

Award:  
Master of Science in Marketing Management

Medium of Instruction:  
English

### 5.2 Credit Requirements

Students are required to obtain the credit requirements specified below for the relevant award:

Award	No. of Credits	No. of Required Subjects
MSc – Non-dissertation Option	31	4 Compulsory Subjects 1 Ethics Subject 6 Elective Subjects
MSc – Dissertation Option	31	4 Compulsory Subjects & 1 Ethics Subject & 2 Elective Subjects & the subject “Research Methods” & Dissertation (9 credits)
PgD	21	4 Compulsory Subjects & 3 Elective Subjects

Students with a Bachelor's degree in Marketing or with a Marketing major must take the Dissertation.

This programme is leading to the Master of Science in Marketing Management award. Students admitted to the MSc programme may apply for early exit with a Postgraduate Diploma (PgD), subject to meeting the specified credit requirements.

Students who subsequently decide to graduate with a PgD must apply to the Department of Management and Marketing by submitting an application for graduation **Form AS84c/AR84c**.

### 5.3 Mode and Duration of Study

This is a mixed-mode programme with lectures and seminars scheduled for weekday evenings and/or Saturday afternoons. The academic year is organized into two semesters of 13 weeks with three contact hours normally per subject per week.

Actual number of class meetings may vary in light of certain conditions in the offering semester, such as the arrangement of public holidays; or other pedagogical needs of subject lecturers.

The duration of the programme is as follows:

#### **Part-time study load**

	<b>MSc</b>	<b>PgD</b>
<b>Normal Duration</b>	2.5 years	2 years
<b>Maximum Duration</b>	5 years	

#### **Full-time study load**

	<b>MSc</b>	<b>PgD</b>
<b>Normal Duration</b>	1.5 years	1 year
<b>Maximum Duration</b>	5 years	



5.4 Subject Offerings

Non-dissertation Option		Dissertation Option	
<b>Compulsory Subjects</b> (4 subjects – 12 credits)			
MM5112	Organization and Management		
MM576	Marketing Management		
MM5803	Introduction to Customer Value		
MM587	Consumer Behaviour		
<b>Elective Subjects</b> (any 6 subjects – 18 credits)		<b>Elective Subjects</b> (any 2 subjects – 6 credits)	
MM501	Research Methods	MM539	International Management
MM539	International Management	MM544	E-Commerce
MM544	E-Commerce	MM5451	Technology Innovation and Management
MM5451	Technology Innovation and Management	MM5712	Marketing Management in China
MM5712	Marketing Management in China	MM573	Marketing Strategy
MM573	Marketing Strategy	MM578	Services Marketing
MM578	Services Marketing	MM582	Business to Business Marketing
MM582	Business to Business Marketing	MM584	Sales Management
MM584	Sales Management	MM588	Brand Management
MM588	Brand Management	MM589	Promotion and Advertising
MM589	Promotion and Advertising	MM5831	Social Media Marketing
MM5831	Social Media Marketing	<b>Dissertation Subjects</b> (total 12 credits)	
		MM501	Research Methods (3 credits)
		MM597	Marketing Management Dissertation (9 credits)
<b>Ethics Subject (1 credit)</b>			
MM5021	Business Ethics		

Subject to university's minimum enrolment requirement, not all subjects will be offered each year. And, registration is subject to the availability of quota.

Students at MSc level are allowed to choose **at most 1 elective**, equivalent to 3 credits, from the Common Pool to fulfill the elective requirements of the programme. Please visit the website <http://www.polyu.edu.hk/fb/pg/commonpool> for subject lists and subject syllabuses. **Students should strictly comply with the prescriptions of the programme curriculum when performing subject registration. Those who fail to meet the programme requirements will NOT be allowed to graduate.** Credit transfer/exemption will not be granted for subjects chosen from the Common Pool, unless the elective subject concerned falls within the programme curriculum.

### 5.5 Recommended Progression Pattern

The programme offers a structured progression pattern<sup>1</sup>, and students are highly encouraged to follow the pattern to benefit from a cohort-based study. However, being credit-based, the programme allows you the flexibility to proceed at your own pace according to your time commitment and learning needs, while not exceeding the prescribed maximum study period.

#### Non-dissertation Option

##### - Part-time study load

	Year One	Year Two	Year Three
<b>Semester One</b>	2 Compulsory Subjects	2 Elective Subjects	2 Elective Subjects
<b>Semester Two</b>	2 Compulsory Subjects 1 Ethics Subject	2 Elective Subjects	
<b>Summer Term<sup>2</sup></b>			

##### - Full-time study load

	Year One	Year Two
<b>Semester One</b>	2 Compulsory Subjects 2 Elective Subjects	3 Elective Subjects
<b>Semester Two</b>	2 Compulsory Subjects 1 Ethics Subject 1 Elective Subject	
<b>Summer Term<sup>2</sup></b>		

#### Dissertation Option

##### - Part-time study load

	Year One	Year Two	Year Three
<b>Semester One</b>	2 Compulsory Subjects	1 Elective Subject Research Methods	MM Dissertation
<b>Semester Two</b>	2 Compulsory Subjects 1 Ethics Subject	MM Dissertation	
<b>Summer Term<sup>2</sup></b>	1 Elective Subject		

<sup>1</sup> Patterned subjects on offer are subject to change without prior notice. Students can enquire the class timetable of the semester concerned via <http://www.polyu.edu.hk/student> upon release of the relevant class timetable.

<sup>2</sup> Summer Term is optional.

- **Full-time study load**

	<b>Year One</b>	<b>Year Two</b>
<b>Semester One</b>	2 Compulsory Subjects Research Methods	1 Elective Subject MM Dissertation
<b>Semester Two</b>	2 Compulsory Subjects 1 Ethics Subject MM Dissertation	
<b>Summer Term<sup>2</sup></b>	1 Elective Subject	

### 5.6 Programme Curriculum Pattern

The **institutional learning outcomes** are as follows:

- (i) **Professional competence of specialists/leaders of a discipline/profession** - Graduates of PolyU TPg programmes will possess in depth-knowledge and skills in their area of study and be able to apply their knowledge and contribute to professional leadership.
- (ii) **Strategic thinking** - Graduates of PolyU TPg programmes will be able to think holistically and analytically in dealing with complex problems and situations pertinent to their professional practice. They will be versatile problem solvers with good mastery of critical and creative thinking skills, who can generate practical and innovative solutions.
- (iii) **Lifelong learning capability** - Graduates of PolyU TPg programmes will have an enhanced capability for continual professional development through inquiry and reflection on professional practice.

The above institutional learning outcomes are appropriately addressed by the totality of the programme learning outcomes of the programme, as set out below:

<b>Programme Learning Outcomes and Learning Objectives</b>	<b>Addressed by Subjects</b>
1. Solve business problems  Learning Objective: Understand the principles and practices of management, marketing, and ethics, and apply theories to solve business issues.	<u>Compulsory Subjects</u> MM5112 Organization and Management MM576 Marketing Management MM5021 Business Ethics  <u>Elective Subject</u> MM501 Research Methods
2. Analysis of consumer value  Learning Objective: Analyze the process of creating and improving customer values for a better marketing planning.	<u>Compulsory Subject</u> MM5803 Introduction to Customer Value
3. Analysis of consumer behaviour  Learning Objective: Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice.	<u>Compulsory Subject</u> MM587 Consumer Behaviour
4. Additional expertise in selected aspects of marketing management  Learning Objective: Develop additional expertise in selected aspects of marketing management, chosen from: International Management; E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing.	<u>Elective Subjects</u> MM539 International Management MM544 E-Commerce MM5712 Marketing Management in China MM573 Marketing Strategy MM578 Services Marketing MM582 Business to Business Marketing MM584 Sales Management MM588 Brand Management MM589 Promotion and Advertising MM5451 Technology Innovation and Management MM5831 Social Media Marketing MM597 Marketing Management Dissertation

## 6. PROGRAMME MANAGEMENT AND OPERATION

A Programme Committee is formed to exercise the overall academic and operational responsibility for the Programme and its development within policies, procedures and regulations defined by the University. Its composition comprises academics and student representatives.

The Programme Director and/or Deputy Programme Director and/or Programme Manager are responsible for the day-to-day management and operation of the programme, student admissions, teaching and learning matters, quality assurance (QA) and programme development. Their prime role is to ensure the programme is delivered according to the established QA mechanism.

## **7. COMMUNICATIONS WITH STUDENTS**

While we work to communicate clearly and in a timely manner with students according to University regulations and procedures, it is the responsibility of students to help maintain the effectiveness of the communication process. Students should ensure that their up-to-date personal and correspondence details are provided to the University and the relevant departments; and check relevant correspondence channels regularly to obtain the latest information regarding their studies and the status of any related applications (e.g. late assessment, appeal of subject results, add/drop of subjects, deferment, etc) lodged. Failure in doing so will not constitute any grounds for appeals/complaints against consequences/decisions of the relevant matters and applications.

## **8. SUBJECT REGISTRATION**

### **8.1 Add/Drop of Subjects**

In addition to programme registration, students need to register for subjects at specified period prior to the commencement of the semester.

If you wish to change the subjects enrolled, you may do so through the online add/drop system during the 2-week add/drop period (one week for summer term). You are advised not to make any changes to the subjects pre-assigned to you by the Department without consulting your Department/Academic Advisor. In case you wish to drop all subjects for a semester, you must first seek approval from your Department for zero subject enrolment. Otherwise, you may be considered as having decided to withdraw from study on the programme concerned. Dropping of subjects after the add/drop period is not allowed. If you have a genuine need to do so, it will be handled as withdrawal of subject.

If they have taken more credits, they will receive a second debit note on the remaining tuition fee about 5 weeks after the commencement of the semester. If they have taken less credits, a refund will be made.

### **8.2 Withdrawal of Subjects**

If you have a genuine need to withdraw a subject after the add/drop period, you should submit a written request for withdrawal of subject to your programme offering department. Such requests will be considered by both the Programme Director and subject lecturer concerned if there are strong justifications and when the tuition fee of the subject concerned has been settled. Deadline for requests for subject withdrawal will be specified by the teaching department and in any case, it will not be entertained after the commencement of the examination period.

For approved cases, a handling fee of HK\$110 per subject will be charged. The tuition fees paid for the withdrawn subject will be forfeited. The withdrawn subject will still be reported in your Assessment Result Notification and Transcript of Studies although they will not be counted in GPA calculation. If the handling fee concerned is outstanding by the payment deadline, the approval given will be declared void and you are required to attend classes of this subject and complete its assessment(s) accordingly. A reinstatement fee of HK\$400 will be charged if you wish to reinstate the approval for the withdrawn subject.

## **9. SUBJECT EXEMPTION AND CREDIT TRANSFER**

Irrespective of the extent of previous study or credits recognized, all students studying in PolyU should complete at least one third of the normal credit requirement in order to be eligible for the PolyU award.

If you consider your previous study relevant to your current programme, you may apply for subject exemption by using **Form AS41e/ AR41e** or credit transfer by using **Form AS41a/ AR41a** via [eStudent](#).

### 9.1 Subject Exemption

You may be granted exemption from taking certain subjects if you have successfully completed similar subjects in another programme. The credits associated with the exempted subject will not be counted for satisfying the credit requirements of your programme. You should consult your Department and take another subject in its place. For students whose tuition fees are charged by credits, an exemption fee of HK\$75 per credit will be charged.

### 9.2 Credit Transfer

You should submit an application for credit transfer upon your initial enrolment on the programme or before the end of the add/drop period of the first semester of your first year of study. Late applications may not be considered. For students whose tuition fees are charged by credits, a credit transfer fee of HK\$145 per credit will be charged.

The validity period of subject credits earned is eight years from the year of attainment, i.e. the year in which the subject is completed, unless otherwise specified by the department responsible for the content of the subject (e.g. the credit was earned in 2008-09, then the validity period should count from 2009 for eight years). Credits earned from previous studies should remain valid at the time when the student applies for transfer of credits. There is a limit on the maximum number of credits that could be transferred. If the credits attained from previous study are from PolyU, the total credits transferred should not exceed 67% of the required credits for the award. If the credits gained are from other institutions, the total credits transferred should not exceed 50%. In cases where both types of credits are transferred, not more than 50% of the required number of credits for the academic award may be transferred. Grades may or may not be given for the transferred credits.

All credits transferred will be counted for satisfying the award requirements. Transferred credits may be counted for meeting the requirements of more than one award.

For credit transfer of retaken subjects, the grade attained in the last attempt should be taken in the case of credit transfer with grade being carried over. Students applying for credit transfer for a subject taken in other institutions are required to declare that the subject grade used for claiming credit transfer was attained in the last attempt of the subject in their previous studies. If a student fails in the last attempt of a retaken subject, no credit transfer should be granted, despite the fact that the student may have attained a pass grade for the subject in the earlier attempts.

Students should not be granted credit transfer for a subject which they have attempted and failed in their current study unless the subject was taken by the student as an exchange-out student in his/her current programme.

## 10. RETAKING OF SUBJECTS

After the announcement of subject results in a semester, you should check whether you have failed any subject via the [eStudent](#) and arrange for retaking of the subject during subject registration. In addition to retaking a subject due to failure, you may retake any subject for the purpose of improving your grades. These students will be accorded a lower priority for taking the concerned subjects and can do so if places are available. Students concerned can register for such subjects during the last 2 days of the add/drop period.

When you retake a subject, only the grade obtained in the final attempt of retaking (even if the retake grade is lower than the original grade for originally passed subject) will be included in the calculation of the Grade Point Average (GPA) and the Grade Point Average for award classification. Although the original grade will not be included in the calculation of GPAs, it will be shown on the transcript of studies. If students have passed a subject but failed after retake, credits accumulated for passing the subject in a previous attempt will remain valid for satisfying the credit requirement for award. (The grades obtained in previous attempts will only be shown in transcript of studies.) You should refer to this document to ascertain the requirements, in particular for subjects offered in consecutive semesters, for retaking failed subjects or seek advice from the Department concerned.

Students paying credit fee will be charged for the retaken subjects.

## 11. ZERO SUBJECT ENROLMENT

If you do not wish to take any subject in a semester (including the compulsory summer term specified in this document), you must seek approval from your Department to retain your study place by submitting **Form AS112/ AR112** via [eStudent](#) before the start of the semester and in any case not later than the end of the add/drop period. Otherwise, your registration and student status with the University will be withdrawn. The semesters during which you are allowed to take zero subject will be counted towards the maximum period of registration for the programme.

You will receive notification from the Department normally within 2 weeks if your application is successful. Students who have been approved for zero subject enrolment are allowed to retain their student status and continue using campus facilities and library facilities. A fee of HK\$2,105 per semester for retention of study place will be charged.

## 12. DEFERMENT OF STUDY

You may apply for deferment of study if you have a genuine need to do so, such as illness or posting to work outside Hong Kong. The deferment period will not be counted as part of the maximum period of registration.

You are required to submit an application for deferment of study via **Form AS7/ AF7** to the programme offering department. You will be informed of the result of your application in writing or via e-mail by the Department normally within three weeks from the date of application.

It is necessary for you to settle all the outstanding tuition fee and/or other fees in order to have your application for deferment processed if the application is submitted after the start of a semester. All fees paid are non-refundable. Alternatively, you may apply for zero subject enrolment to reserve your study place.

Students who have been approved for deferment of study can retain their student identity card for use upon their resumption of study. You will be advised to settle the tuition fee and complete the subject registration procedures upon expiry of the deferment period. If you do not receive such notification one week before the commencement of the Semester, you should enquire at the Academic Registry.

## 13. WITHDRAWAL OF STUDY

### 13.1 Official Withdrawal

If you wish to discontinue your study at the University before completing your programme,

it is necessary for you to complete the withdrawal procedure by **using Form AS6/ AR6** via [eStudent](#). Fees paid for the semester which you are studying will not be refunded.

Application for withdrawal of study for the current semester must be submitted before the commencement of PolyU's scheduled examination period. Application submitted after the commencement of the examination period will not be processed. For application of withdrawal of study for the following academic year/semester, application should be submitted before the commencement of that academic year/semester.

Your application will not be processed if you have not returned your student identity card with the application form or have not cleared outstanding matters with the various departments/offices concerned, such as settling outstanding fees/fines and Library loans and clearing your locker provided by the Centre STARS.

The relevant Faculty/School Board Office will inform you in writing or via e-mail of the result of your application, normally within three weeks from the date of application.

Upon confirmation of your official withdrawal, you will be eligible for the refund of the caution money paid if you have no outstanding debts to the University.

All fees are non-refundable. However, current students who apply for withdrawal of study before the commencement of the relevant semester will be eligible for refund of the tuition fee paid for that semester.

If you discontinue your study at the University without completing proper withdrawal procedures, you will be regarded as having unofficially withdrawn and the caution money paid at first registration will be confiscated.

### 13.2 Discontinuation of Study

If you discontinue your study without following the proper procedures for official withdrawal, you will be regarded as having given up your study at the University. In such cases, you will not be eligible for the refund of caution money and shall not be considered for re-admission to the same programme-stream in the following academic year.

### 13.3 De-registration

If you are de-registered on grounds of academic failure, you must return your student identity card to the Academic Registry within 3 weeks upon the official release of assessment result. Failure to return the student identity card may render you not eligible for any certification of your study nor for admission in subsequent years. The caution money paid will also be confiscated. Any subsequent request for the refund of caution money by returning the student identity card after the original deadline will not be entertained.

Students who have been de-registered shall not be considered for re-admission to the same programme-stream in the following academic year.

## 14. ASSESSMENT METHODS

Students' performance in a subject can be assessed by continuous assessments and/or examinations, at the discretion of the individual subject offering Department. Where both continuous assessment and examinations are used, the weighting of each in the overall subject grade shall be clearly stated in this document. Learning outcome should be assessed by continuous assessment and/or examination appropriately, in line with the outcome-based approach.



Continuous assessment may include tests, assignments, projects, laboratory work, field exercises, presentations and other forms of classroom participation. Continuous Assessment assignments which involve group work should nevertheless include some individual components therein. The contribution made by each student in continuous assessment involving a group effort shall be determined and assessed separately, and this can result in different grades being awarded to students in the same group.

## 15. PASSING A SUBJECT

In order to pass in a subject offered by the School/Departments in the Faculty of Business (i.e. subjects with prefix of AF/LGT/MM/FB), all students have to obtain Grade D or above in both the continuous assessment and examination components of the subject. If a subject is assessed by only one component (either by continuous assessment or examination), then the passing grade for the subject is D.

## 16. ASSESSMENT OF DISSERTATION

### 16.1 General Regulations

Marketing Management Dissertation is equivalent to 9 credits; and students must satisfy the appropriate pre-requisites before they can enrol in the dissertation. The normal period for completion is 2 semesters and the maximum period is 4 semesters from the date of registration. Break of study is normally not permitted once a student registers for dissertation and students are expected to pursue their dissertation in consecutive semesters.

Students who are unable to complete their dissertation in two semesters may apply for extension up to a maximum of two additional semesters (making a total of 4 semesters), subject to satisfactory reports on progress from the Dissertation Supervisor. Such extensions will require the approval of the Programme Director and will only be approved under exceptional circumstances.

When permission is granted to extend the dissertation registration, the student will be required to pay a 3-credit course fee for each additional semester.

### 16.2 Procedures for Preparing the Dissertation

Students interested in doing the dissertation should approach potential supervisors who may be interested in supervising their projects. Each student will choose his Dissertation Supervisor from the academic staff teaching the programme, on the basis of mutual agreement.

After getting matched with a Dissertation Supervisor, students should prepare a dissertation proposal together with a Dissertation Registration Form (**Form AS125**) for approval by the Programme Director no later than the last teaching day of the semester in which the student first registers for dissertation.

Once a dissertation proposal is approved, the student shall proceed at once to carry out the work. The maximum number of dissertation proposals which a student may submit is two. Students should be aware that approval to commence a dissertation is by no means automatic.

Under normal circumstances, with the agreement of the supervisor, students may prepare for assessment after satisfactory progress. **THREE** unbound copies of the dissertation together with a Dissertation Submission Form (**Form AS127**) to the supervisor and one copy shall be

kept by the student one month prior to the end of the normal period.

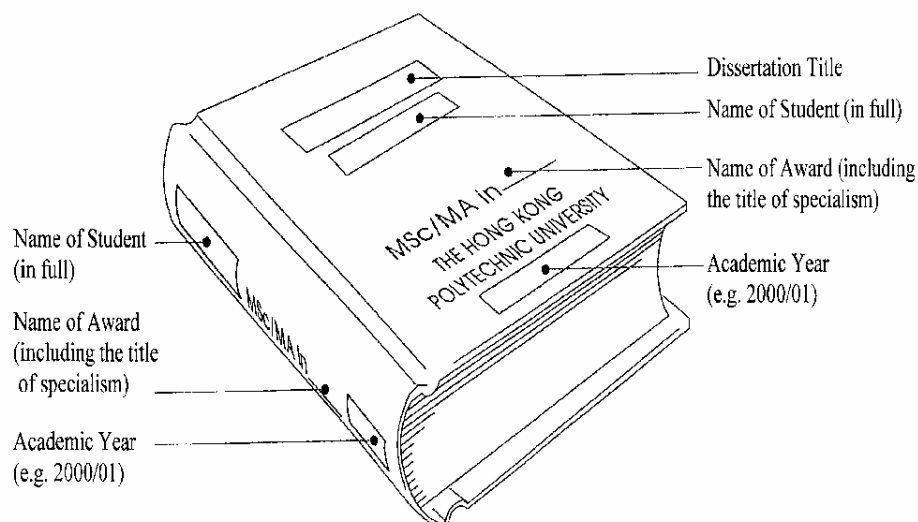
### 16.3 Assessment of Dissertation

The dissertation will be assessed by an Assessment Panel consisting of Dissertation Supervisor and two other faculty members (a second assessor and a moderator) nominated by the Programme Director.

The Dissertation Supervisor shall make arrangements on a mutually convenient time and place for an oral examination with presence of assessors after submission of the unbound copies of the dissertation.

Students are required to submit ONE bound copies of the dissertation to their Programme Director via their Dissertation Supervisor within one month after the completion of the dissertation (i.e. the announcement of the assessment grade).

### **Rough Sketch of a Bound Dissertation**



## 17. GRADING

Assessment grades shall be awarded on a criterion-reference basis. A student's overall performance in a subject shall be grades as follows:

Grade	Description	Grade Point
A+	Exceptionally Outstanding	4.5
A	Outstanding	4
B+	Very Good	3.5
B	Good	3
C+	Wholly Satisfactory	2.5
C	Satisfactory	2
D+	Barely Satisfactory	1.5
D	Barely Adequate	1
F	Inadequate	0

'F' is a subject failure grade, whilst all others ('D' to 'A+') are subject passing grades. No credit will be earned if a subject is failed.

At the end of each semester/term, a Grade Point Average (GPA) will be computed as follows, and based on the numeral grade point of all the subjects:

$$GPA = \frac{\sum \text{Subject Grade Point} \times \text{Subject Credit Value}}{\sum \text{Subject Credit Value}}$$

where n = number of all subjects (inclusive of failed subjects) taken by the student up to and including the latest semester/term. For subjects which have been retaken, only the grade point obtained in the final attempt will be included in the GPA calculation.

In addition, the following subjects will be excluded from the GPA calculation:

- (i) Exempted subjects
- (ii) Ungraded subjects
- (iii) Incomplete subjects
- (iv) Subjects for which credit transfer has been approved without any grade assigned
- (v) Subjects from which a student has been allowed to withdraw

Subject which has been given an "S" code, i.e. absent from examination, will be included in the GPA calculation and will be counted as "zero" grade point. GPA is thus the unweighted cumulative average calculated for a student, for all relevant subjects taken from the start of the programme to a particular point of time. GPA is an indicator of overall performance and is capped at 4.0.

Any subject passed after the graduation requirement has been met or subjects taken on top of the prescribed credit requirements for award shall not be taken into account in the grade point calculation for award classification.

## 18. PROGRESSION AND DE-REGISTRATION

A student will normally have "progressing" status unless he/she falls within any one of the following categories which shall be regarded as grounds for de-registration from the programme:

- (i) The student has exceeded the maximum period of registration for that programme, as specified in this document; or
- (ii) The student's GPA is lower than 2.0 for two consecutive semesters and his/her Semester GPA in the second semester is below 2.0; or
- (iii) The student's GPA is lower than 2.0 for three consecutive semesters.

When a student falls within the categories as stipulated above, the Board of Examiners shall de-register the student from the programme without exception.

Notwithstanding the above, the Board of Examiners will have the discretion to de-register students with extremely poor academic performance before the time specified in (ii) and (iii) above.

The progression of students to the following academic year will not be affected by the GPA obtained in an optional Summer Term and that the Summer Term study does not constitute a substantial requirement for graduation.

## **19. ACADEMIC PROBATION**

The academic probation system is implemented to give prior warning to students who need to make improvement in order to fulfill the GPA requirement of the University. If your GPA is below 2.0, you will be put on academic probation in the following semester. If you are able to obtain a GPA of 2.0 or above by the end of the probation semester, the status of "academic probation" will be lifted. The status of "academic probation" will be reflected on the web assessment results and the Official Assessment Result Notifications. However, this status will not be displayed in the transcript of studies.

To improve the academic performance of students on academic probation, students on academic probation are required to seek academic advice on study load and subjects to be taken. . These students will normally be required to take a study load of not more than the normal one of 15 credits. Students should complete the Form 'Study Load for Students on Academic Probation' (Form AS150) indicating the proposed study plan and meet with the Academic Advisor(s) to finalize the subjects and credits to be taken in the semester following academic probation within one week of assessment results announcement.

## **20. ELIGIBILITY FOR AWARD**

A student would be eligible for the award of Master of Science in Marketing Management or Postgraduate Diploma in Marketing Management on satisfying ALL the conditions listed below:

- (i) Accumulation of the requisite number of credits for the award, as defined in this document.
- (ii) Satisfying all the "compulsory" and "elective" requirements as defined.
- (iii) Having a GPA of 2.0 or above at the end of the programme.

A student is required to graduate as soon as he/she satisfies all the conditions stated above. Upon confirmation of eligibility to graduate or leaving the University, registration for subjects (including the follow-on term of consecutive subjects) in the following semester/Summer Term will be nullified and removed.

## 21. AWARD CLASSIFICATIONS

The following award classifications apply to your programme:

Award Classification	GPA
Distinction	3.7 <sup>+</sup> – 4.0
Credit	3.2 <sup>+</sup> – 3.7 <sup>-</sup>
Pass	2.0 – 3.2 <sup>-</sup>

Note: “+” sign denotes ‘equal to and more than’; “-” sign denotes ‘less than’.

## 22. LATE ASSESSMENT

If you have been absent from an examination or are unable to complete all assessment components of a subject because of illness, injury or other unforeseeable reasons, you may apply for a late assessment. Application in writing should be made to the Head of Department offering the subject within five working days from the date of the examination together with any supporting documents such as a medical certificate. Approval of applications for late assessment and the means for such late assessments shall be given by the Head of Department offering the subject or the Subject Lecturer concerned, in consultation with the Programme Director.

In case you are permitted to take a late assessment, that examination or other forms of assessment will be regarded as a first assessment and the actual grade attained will be awarded.

You are required to settle a late assessment fee of HK\$250 per subject before taking/completing the late assessment. If you fail to settle the fee, the result of your late assessment would be invalidated.

## 23. PROCEDURES FOR APPEAL

### 23.1 Appeals against De-registration Decisions

Students appealing against the de-registration decision shall pay a fee of HK\$125. Payment forms are obtainable from the Academic Registry Service Centre. The fee shall be refunded if the appeal is upheld.

Students should complete and submit **Form AS149/ AR149** “Appeal against the Decision of BoE on De-registration” to the General Office of the Department hosting the programme/award (or to the Faculty Office if the programme/award is hosted by the Faculty, or for students on Broad Discipline programme) within one Calendar Week upon the official announcement of the overall results, i.e. the date when the results are announced to students via the web. [For 2019-20, the announcement dates for overall results are 10 January 2020 (Semester 1), 29 May 2020 (Semester 2) and 5 August 2020 (Summer Term).] When submitting the form, the appellant has the responsibility to make known to the Academic Appeals Committee full details and evidence that would support his/her appeal.

The appeal by the students will be considered by the Academic Appeals Committee, which will deliberate the appeal cases making reference to the recommendations of the programme-hosting Department/Faculty and the Faculty Dean/School Board Chairman.

The decisions of the Academic Appeals Committee shall be final within the University.

### 23.2 Appeals against Decisions other than De-registration

Students appealing against the decision on their assessment results shall pay a fee of HK\$125. Payment forms are obtainable from the Academic Registry Service Centre. If more than one examination paper is involved, an extra fee of HK\$125 shall be charged for each additional paper. This fee shall be refunded if the appeal is upheld.

A student should make his/her appeal in writing to his/her Head of Department within 7 working days upon the public announcement of his/her overall results, i.e. the date when the results are announced to students via the web. [For 2019-20, the announcement dates for overall results are 10 January 2020 (Semester 1), 29 May 2020 (Semester 2) and 5 August 2020 (Summer Term).] The Head of Department shall deal with the appeal if the student is studying in a department-based programme/scheme. If the student is studying in other types of programmes/schemes, the Head of Department shall refer the appeal to the Scheme Committee Chairman for Postgraduate Schemes.

The appeal should be accompanied by a copy of the fee receipt, for inspection by the Department concerned. The student should give a complete account of the grounds for the appeal in the letter, and provide any supporting evidence.

Appeal may lead to a change in the subject grade, which may go upward as well as downward, upon completion of reviewing the appeal case. Departments should inform the student concerned of the appeal result within 7 working days after receipt of the letter of appeal, whichever is later.

If the appellant is dissatisfied with the decision, he/she may then appeal in writing to the Academic Registrar within 7 working days from the date of the post-mark of the Department's reply letter. He/She should provide the following information together with other relevant documents in support of the appeal:

- name in English and Chinese;
- student number;
- programme title, year and class of study;
- examination/subject results appealing against; and
- grounds for appeal

The Academic Registrar shall then refer the case to the Academic Appeals Committee, who shall determine whether there are prima facie grounds for a reconsideration of the Subject Lecturer's/SARP's/BoE's decision.

The decisions of the Academic Appeals Committee shall be final within the University.

## 24. **DISMISSAL OF CLASS**

If the subject lecturer does not show up after 30 minutes of the scheduled start time, the class is considered cancelled and appropriate follow up arrangements (e.g. rescheduled class, make-up class, etc) will be announced to students in due course.

## 25. **PLAGIARISM AND BIBLIOGRAPHIC REFERENCING**

The University views plagiarism and copying of copyright materials, without the licence of the copyright owner, as a serious disciplinary offence. Students should comply with the University's policy on plagiarism in continuous assessment, bibliographic referencing and photocopying of

copyright materials.

### Plagiarism

- (i) Plagiarism refers to the act of using the creative works of others (e.g. ideas, words, images or sound, etc) in one's own work without proper acknowledge of the sources.
- (ii) Students are required to submit their original work and avoid any possible suggestion of plagiarism in the work they submit for grading or credit.
- (iii) The University/Faculty views plagiarism, whether committed intentionally or because of ignorance or negligence, as a serious disciplinary offence. Excuses such as "not knowing what is required" or "not knowing how to do it" will not be accepted.
- (iv) Depending on the seriousness of the plagiarism cases, they may be referred to the Student Discipline Committee for investigation and decision. If a student is found guilty of the alleged offence, penalties considered appropriate by the Committee may be imposed. These may include:
  - suspension of studies for a specified period of time;
  - expulsion for a specified period or indefinitely; and
  - any other penalties as considered appropriate

## **26. PREVENTION OF BRIBERY ORDINANCE**

PolyU staff members may in no circumstances solicit or accept an advantage. For relevant details, please refer to the Prevention of Bribery Ordinance (Chapter 201) of the Laws of Hong Kong at <http://www.legislation.gov.hk>.

*For details of all the regulations covered in this publication, please refer to the Student Handbook of the relevant year.*

The information in this document is correct at the time of production (August 2019), and is subject to review and change.