WELCOME TO THE WORLD OF MARKETING

WHY MARKETING?

IMPORTANT

INTERESTING

MICHELIN GUIDE VS. MICHELIN TIRE
HOW TO LEARN MARKETING?

HOW KNOWLEDGE OF MARKETING ANSWER YOUR QUESTIONS?

Scanning the marketing environment
- Marketing research
- Quantitative marketing
- Marketing science

Understanding the consumers
- Consumer behavior
- Database marketing

Segmentation, targeting & positioning
- Strategic marketing
- Strategic brand management
- Integrated marketing communication
- Internet marketing
- Service marketing
- Sales management

Developing marketing strategies
- Marketing philosophy
- China wisdom & marketing
- Global marketing management
- China marketing

PROGRAM STRUCTURE (2016-17)

Prerequisite
MKTG2010 Marketing Management

Core courses
MKTG3010, MKTG3020, MKTG3030 & MKTG4040

Elective courses
Any TWO courses from the list

MKTG2010 Marketing Management
MKTG3010 Marketing Research
MKTG3020 Consumer Behavior
MKTG3030 Integrated Marketing Communication
MKTG3040 Salesmanship & Sales Management
MKTG3050 Global Marketing Management
MKTG4010 Organizational Marketing
MKTG4020 Retail & Channel Management
MKTG4030 Service Marketing
MKTG4040 Strategic Marketing
MKTG4050 Seminar in Marketing
MKTG4070 Marketing in China
MKTG4080 Internet Marketing
MKTG4090 Database Marketing
MKTG4100 Chinese Wisdom & Marketing
MKTG4110 Strategic Brand Management

CONCENTRATION IN MARKETING

Marketing theories
- Classroom / Lectures
- Case studies
- Discussions

Business practices
- Practical industry projects
- Advertising campaigns
- Marketing seminars

Give you an interesting and exciting career and life
HOW DOES THE LEARNING PROCESS LOOK LIKE?

- Lectures
- Case studies
- Seminars
- Ocean park
- Projects & presentations

PARTICIPATING IN JUBMC CASE COMPETITION

Joint - University Business Management Challenge (JUBMC) was a business case competition which focused on real life managerial problems.

STUDY TOUR TO HONDA GUANGZHOU OFFICE

SCHOLARSHIPS, INTERNSHIPS & CAREERS

SCHOLARSHIPS EXCLUSIVELY FOR MKT STUDENTS

- 1987 NABA Marketing Alumni Scholarship
  Declare Marketing / Quantitative Marketing as concentration area
- Chan Sau Lan Memorial Scholarship
- Emperor Foundation Scholarship
  (英皇慈善基金獎學金)
INTERNSHIPS – MKT STUDENTS

1. L’Oreal
2. Unilever
3. Shell Hong Kong
4. Dairy Farm
5. Yahoo
6. Johnson & Johnson
7. Sun Ya Publications (HK)
8. Hospital authority
9. IBM Consulting

CAREER PATH

Students who have taken marketing courses have a wide range of career opportunities, these includes:

• marketing managers
• sales managers
• brand managers
• advertising managers
• business consultants
• event planners
• marketing researchers
• media planners
• PR managers
• product developers

THANK YOU FOR COMING!