Question

- Why can the website push different news to different people?

Question

- Why does the US government ask Apple for help on a criminal case?
Insights of Post-90s

Scan QR Code

4 Significant Features of Post-90s

He/She is a Balancer, who wants life more than work

He/She is a Phone Freak, and a mobile internet addict

He/She is Social Animal, living in social network

He/She is an Entertainment Enthusiast, a hard core fans

Balancer: Prefers to Work and Live in Lower-tier Cities

Phone Freak: A Mobile Internet Addict

36 apps downloaded

Every post 90s install 36 apps via Tencent Myapp app store & Tencent Mobile Manager (WeSecure) on average, much higher than the normal mobile netizens.

Social Animal: High Stickiness & More

Active on QQ

21% of them login QQ every day

Use QQ over 10 years

Entertainment Enthusiast: Watch Movie Sitting up All Night

Compare with TV series, Movie is the post 90s' favorite
The world is changing, so is marketing …

Big Data

Understand the Customers

The future of marketing

Big Data

Human Intuition

“Quantitative Marketing” will prepare you for this new era

Information Technology

Business Analytics

Marketing

Courses in Quantitative Marketing

Fundamental marketing courses

- Marketing management
- Marketing research

Marketing Data analytics

- Quantitative marketing
- Internet marketing
- Database marketing

Applications

- Service marketing
- Marketing in China
- Marketing science

Question

- Why do mom and dad receive different news push?
- Why does the US government ask Apple for help on a criminal case?
- How could Tencent know so much about Post 90?

Answer: Access to the DATA
Program structure (For students admitted in 2016-17)

- **Prerequisite**: MKTG2010
- **Core courses**: MKTG3010 & MKTG4080 & MKTG4090 & MKTG4120
- **Elective course(s)**: TWO courses from MKTG3020, MKTG3030, MKTG4030, MKTG4040, MKTG4070, MKTG4130, MKTG4150

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How does the learning process look like?

- Case studies
- Programming Learning Opportunities
- Seminars
- Projects & presentations

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IBBA in Marketing

*QM has increased our competitiveness in the IBBA program*

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Grand Total: 326

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Who should give a second thought?

*These are some reasons you might want to consider another field of study.*

To Catch Up with The Trend

*Join us, it's fun!*