

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN DIGITAL MARKETING

工商管理學（榮譽）學士 – 數碼市場學

**DATA-DRIVEN
CUSTOMER-CENTRIC
DIGITAL INNOVATION**

數據驅動
顧客為本
數碼創新

KEY FEATURES

課程特色

Programme curriculum covers various professional skills in digital marketing, multimedia production and marketing analytics
課程內容廣泛，覆蓋網上市場推廣、多媒體製作和數據分析技術

Students gain skills in strategic thinking with an entrepreneurial outlook
成為擁有創業思維的商業策略家

Various internship opportunities offered by companies and digital marketing firms
不同企業及數碼市場推廣公司的實習機會

Strong demand for professional personnel in areas of digital marketing; wide range of career options available
掌握網絡市場技術的人才需求殷切，畢業生有更多出路選擇

International exchange broadens students' horizons abroad
海外交流學習，擴闊學生視野



香港樹仁大學

HONG KONG SHUE YAN UNIVERSITY

Department of Business Administration
工商管理學系

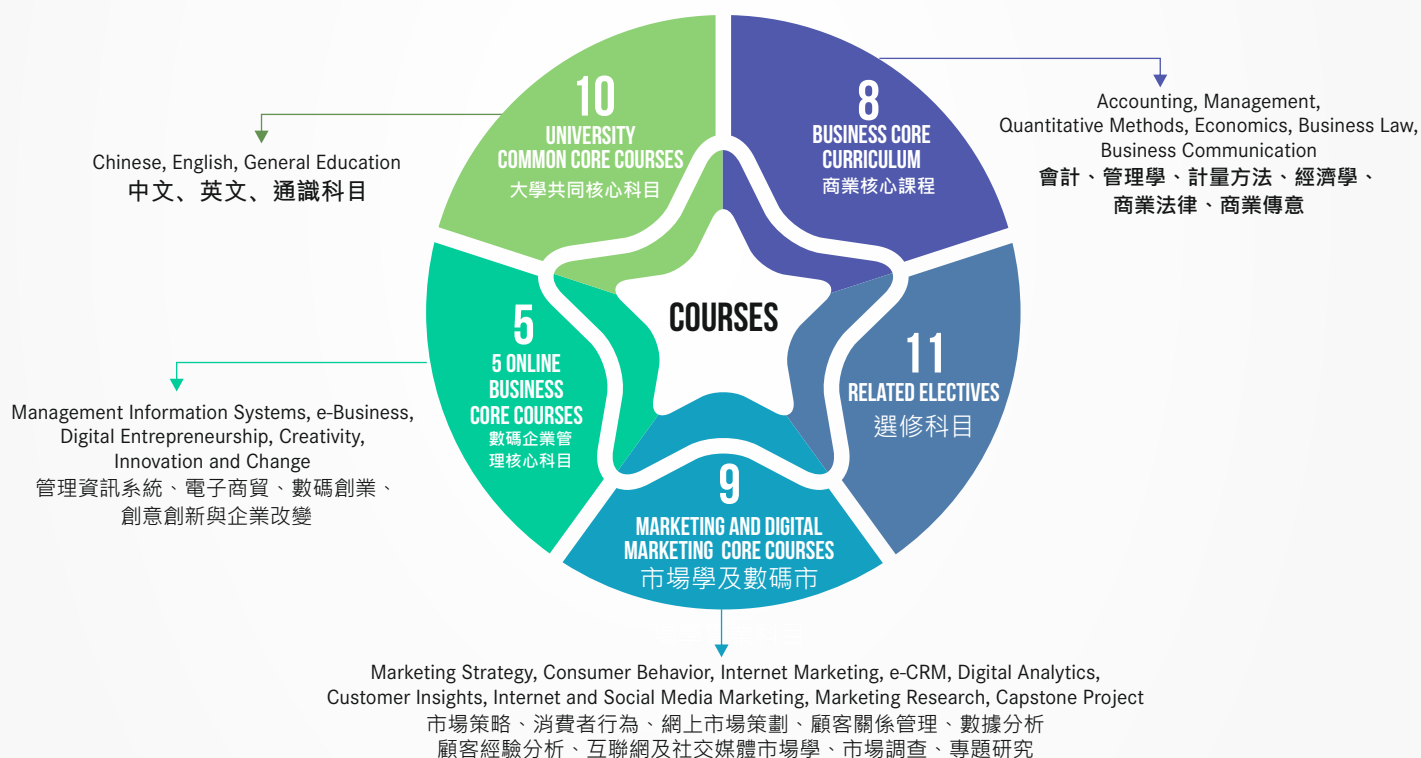


PROGRAMME STRUCTURE

課程結構

The BBA (Hons) in Digital Marketing programme aims to equip students with a knowledge of business operations, digital marketing and multimedia applications, and to integrate them with critical thinking, innovation and entrepreneurship capabilities. It combines strong business and professional training with intensive exposure to communication skills, IT applications and language and general education subjects. Students are required to complete 125 credit units for the 4-year curriculum.

這課程旨培訓學生掌握企業管治和風險管理的理論和實際技巧，讓畢業同學能成為相關行業的專才。學生需要學習一系列語言、通識、工商管理、企業管治和相關專業的課程，以提升商業溝通和科技應用技巧。整個課程共125學分。



FLEXIBLE PROGRAMME

課程具彈性

In order to broaden students' level of expertise and enhance their future prospects, students have the option to study another subject as a minor in one of 12 areas, including psychology, journalism and communication and social work.

為了讓同學拓展不同學科知識和技能，同學可以從其他樹仁大學學系提供的十二個課程選擇副修，包括由心理學系、新聞及傳播學系以及社會工作學系的副修課程。

CAREER PROSPECTS

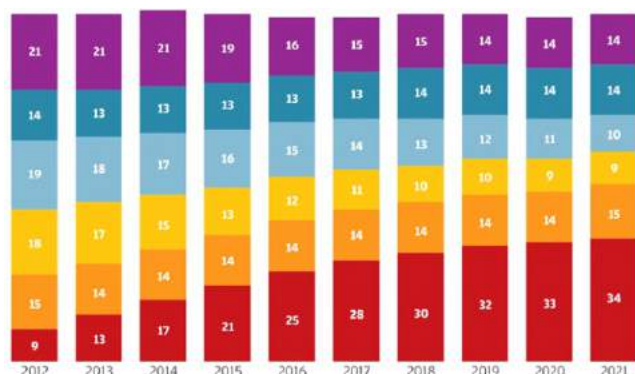
工作前景

According to the research study by PwC and the Hong Kong Digital Marketing Association, the adspend on traditional media such as TV advertising and magazines is forecast to continue shrinking over the next 5 years, losing out to spending on the internet. Digital advertising is now dominating the overall advertising market, and is growing at an annual rate of 10 per cent.

據羅兵咸永道(PwC)和香港數碼市場學會的調查顯示，企業在未來五年花費在傳統媒體(如電視和雜誌)進行市場推廣的開支會持續下跌，並轉移至網上媒體上。數碼廣告現在已主導市場，未來更以每年百份之十的速度增長。

SHARE OF TV ADSPEND WAS OVERTAKEN BY INTERNET DURING 2014 for the first time

- INTERNET ADVERTISING
- BUSINESS FOR BUSINESS
- MAGAZINES
- NEWSPAPER
- OUT-OF-HOME ADVERTISING
- TV ADVERTISING



Graduates will be able to develop their careers in fields related to digital marketing and be equipped to work in different sectors upon graduation, for example in retail, customer service, customer relationship management, content management, advertising, digital strategic planning and digital commerce coordination. They will also be able to pursue opportunities to start their own business as digital business entrepreneurs and consultants.

畢業同學不單能夠在數碼營銷行業中發展他們的事業，並可在不同行業例如是零售業、顧客服務、顧客關係管理、文案內容管理、廣告、數碼市場策劃、電子商貿管理等發揮所長。他們也可以把握機會，開展他們個人的數碼企業，或從事網上推廣的顧問工作。



Personal Development & Career Management

個人和事業發展

Our department has been organising seminars and workshops to help students prepare for the working world. Through CEO talks, mentoring, internships and training workshops, students may be better prepared for their career development after graduation.

工商管理學系每年均透過不同活動，讓同學能在投身職場前，更好地裝備自己。透過CEO講座、師友計劃、實習計劃和各式工作坊，同學能在畢業後為自己事業發展作出更好準備。



Experience SHUE YAN UNIVERSITY

Promoting Value and knowledge



EXCHANGE OPPORTUNITY 國際交流計劃

The Study Abroad Scheme offers opportunities for students to complete part of their undergraduate education in a partner university outside of Hong Kong. Currently, Shue Yan is partnered with 45 universities from 19 countries and regions including Australia, Canada, Finland, France, Germany, Japan, South Korea, the Netherlands, Spain, Sweden, the United Kingdom, and the United States.

國際交流計劃讓樹仁同學能在海外合作伙伴大學修讀部份學分，讓同學能有更廣闊視野和不同學習體驗。目前樹仁跟45所大學簽署了合作協議，大學伙伴來自19個國家如澳洲、加拿大、芬蘭、法國、德國、日本、韓國、荷蘭、西班牙、瑞典、英國和美國等。

SCHOLARSHIP獎學金

HKSyu offers scholarships and financial assistance to its students based on their financial status, academic performance and extra-curricular achievements.

香港樹仁大學提供一系列獎學金和助學金，讓同學可按財務狀況、學術成績和課外活動表現，申請相關的獎助學金。

CHALLENGES AND ACHIEVEMENTS 挑戰與成就

Our department encourages students to participate in various co-curricular activities and competitions. Our students have received not only valuable experiences, but also various awards in some competitions.

我們鼓勵同學多參與不同類型課外活動和比賽，近年同學不單從活動中獲得寶貴經驗，更屢次獲獎，能力受到外界肯定。



Enquiries and Application
查詢及申請

For further enquiries, please contact us at:
如有任何查詢，請聯絡香港樹仁大學工商管理學系：

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