



香港樹仁大學

工商管理學系

HONG KONG SHUE YAN UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION

市場學及 消費者心理學

理學碩士課程
Master of Science in
Marketing and Consumer
Psychology



電話：2806-5194 課程電郵：bamcp@hksyu.edu
網頁：www.hksyu.edu/ba/mcp



課程特色

KEY FEATURES

The MSc in Marketing and Consumer Psychology is a programme that prepares professionals from different backgrounds and industries for careers in the marketing of products and services for businesses as well as non-profit-organisations.

市場學及消費者心理學理學碩士課程專為來自不同背景，從事市場行銷工作的專才而設。

Understand Consumer Psychology 瞭解消費者心理學

This is a **pioneering programme** that combines marketing knowledge with cutting edge topics in consumer psychology.

Developing an in-depth understanding of psychology behind consumer behaviour allows students to gain comprehensive knowledge in marketing theories and applicable skills.

這個**創新課程**的內容不單涵蓋市場行銷知識還有消費者心理學理論的最新發展。**深入的瞭解消費者心理學**有助學生掌握市場營銷理論與應用實踐。

Master Digital Marketing 掌握數碼行銷

With the modern economy digitising and the trends of people's buying behaviour shifting online, this programme equips students with the latest trends in **social media and digital marketing**.

互聯網的時代下，隨著消費的行為轉移到網上，本課程幫助學生掌握運用流行的**社交媒體及數碼營銷**技巧。

Gain Consumer Insights 洞悉客戶需求

Another focus of this programme is **data analytics and research**. Data analytics is an essential tool to **gain consumer insights**, which are vital in formulating new marketing strategies. This programme is also suitable for students who want to pursue further study. Every student will be guided individually by a supervisor to complete a dissertation on a marketing topic.

本課程著重培養學生**數據分析與研究能力**。透過數據分析**洞悉客戶需求**有助制定更合適，更有效的市場營銷策略。課程也適合有志深造的學生。學生需要在導師的指引下獨自完成有關市場學的畢業論文。





課程特色

KEY FEATURES

Theoretical and Practical Knowledge 理論與實踐並重

The programme **emphasises both theoretical and practical knowledge**, thereby enabling students to learn marketing at a strategic level. Various real case studies will be covered and guest speakers will be invited to share their experiences in class.

本課程**注重理論與實踐並重**，培養學生在管理策略層面的行銷技巧。課堂上分析大量現實案例，及邀請行業從業者分享經驗。

Accreditation 認受性

This programme is accredited in the **Qualification Frame-work Level 6** in Hong Kong and recognised by universities in Hong Kong and other countries.

本課程為**香港資歷架構第六級課程**，並廣為本港及海外大學承認。

In the **2021 Quacquarelli Symonds (QS) Top Asia Universities Rankings**, Hong Kong Shue Yan University (HKSYU) was **ranked 301st - 350th** up by 100 places from 401st - 450th the previous year out of 28,000 Asian universities because of its excellence in education, research, and knowledge transfer. HKSYU was also the only private university in Hong Kong on the list.

國際高等教育分析機構 Quacquarelli Symonds (QS) 亞洲大學排名2021，香港樹仁大學憑藉優良的師生素質和科研成果，從亞洲28,000多間大學中脫穎而出，由去年排名第401至450名，**跳躍升至第301至350名**。連續成為香港唯一獲得QS排名的私立大學。



課程結構

PROGRAMME STRUCTURE

Students are required to complete 30 credit units in three major components of this programme:

同學需要在課程的三個部分中修畢30學分：

- Consumer Psychology 消費者心理學
- Marketing Management and Digital Marketing 市場行銷管理與數碼行銷
- Data Analytics and Research 數據分析與研究



Consumer Psychology 消費者心理學

Consumer Psychology 消費者心理學
#(CEF course code: 21Z097741)

Applications of Psychology to Marketing
心理學於市場行銷的應用

Chinese Psychology and Marketing (*Elective)
中國心理學及市場行銷 (*選修科)

Data Analytics and Research 數據分析與研究

Marketing Analytics 市場分析
Research Methods and Design 研究方法及設計
Master's Project 畢業論文

Marketing Management and Digital Marketing

市場行銷管理與數碼行銷

Marketing Communications and Brand Management
行銷傳播與品牌管理 # (CEF course code: 21Z09775A)

Strategic Innovation and Marketing Management 策略創新及行銷管理

Digital Marketing and Internet Consumer Behaviour (*Elective)
數據行銷及消費者互聯網行為 (*選修科)

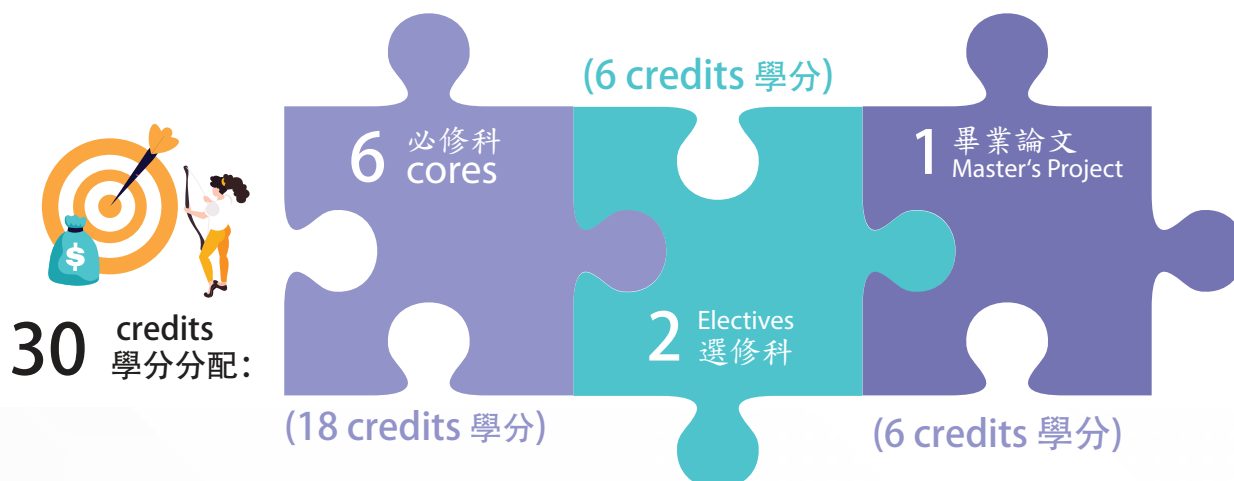
Customer Relationship Management (*Elective) 客戶關係管理 (*選修科)

Global Marketing (*Elective) 環球市場學 (*選修科)

Organisational Marketing (*Elective) 組織市場學 (*選修科)

These subjects are included in the list of reimbursement courses under the Continuing Education Fund.

課程科目已列入香港持續進修基金可發還款項課程名單，本港學生可申請資助部分學費。





授課時間表

MODULAR CALENDAR

Modular Calendar 授課時間表

Courses are offered on a modular basis to allow students to **focus on one course at a time**. Each module normally consists of five weeks of study.

學生在任何時間會**專注修讀一個課程**，一般一個課程為期五周。當完成後才會開始新的課程。

Class Days 上課時間

Full-day classes are held on **Saturdays** and **Sundays**.

上課時間為**周六與周日**全天。

Duration 修讀時期

The normal duration of the programme is **one year Full-time** and **two years Part-time**.

一般**全日制學生**可於**一年內**完成整個課程，**兼讀制學生**可於**兩年內**完成整個課程。

Career Prospects 工作前景

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

畢業同學能夠在**市場行銷推廣行業中發展他們的事業**，並可在不同行業例如是廣告，顧客服務，顧客關係管理，零售，市場策劃，市場研究等發揮所長。他們也可以把握機會，開展他們個人的企業，或從事顧問工作。

IANG 工作簽證

Non-local students are required to obtain a full-time study visa to be eligible to study in Hong Kong. Upon graduation, students are **eligible to apply for IANG**, which allows them a one-year stay in Hong Kong for job searching after graduation.

非本地學生需要申請學生簽證在港就讀。本課程畢業生**符合申請IANG簽證**，畢業後可在本港逗留一年找工作。





在樹仁大學修讀碩士課程

STUDY AT SHUE YAN UNIVERSITY

Holistic Support to Students 全面學生支援

The Office of Student Affairs (OSA) provides a **variety of activities** to students. **On-campus postgraduate residence** is available for full-time postgraduate students to apply.

香港樹仁大學學生事務處為學生提供**各類型活動**。全日制課程同學更可申請入住為**研究生而設的宿舍**。

Personal Development & Career Management 個人和事業發展

Our department organises **seminars and workshops**, such as CEO Talks and annual training workshops to enrich students' personal career development.

工商管理學系每年舉辦不同**講座和工作坊**例如CEO講座和各式工作坊給同學參加，幫助同學在畢業後為自己事業發展做好準備。

Financial Support and Scholarship 財務資助及獎學金

Postgraduate research scholarships are available for full-time postgraduate students to apply.

研究生獎學金適合就讀全日制碩士學生申請。

Two of our MSc programme courses are included in the list of reimbursement courses under the **Continuing Education Fund**. Qualified applicants may apply for a fee reimbursement under the Scheme.

本課程中兩個科目已列入**持續進修基金**可發還款項課程名單，本港學生可以申請資助部分學費。

All HKSYU final-year undergraduate students who successfully enrolled in a full-time postgraduate programme are eligible to apply for the "**Fellowship for Postgraduate Studies**" **Scholarship**.

樹仁大學本科四年級學生如果成功入讀本校「全日制碩士課程」可獲**獎學金**資助減免部分學費。

Challenges and Achievements 挑戰與成就

Our department encourages students to participate in **various co-curricular activities**.

工商管理學系一直鼓勵同學參加**不同類型課外活動**。





申請資格

ADMISSION REQUIREMENTS

Application requirements:

1. Applicants should possess a bachelor's degree in business administration or other areas from an institution recognised by the University* .
2. Applicants should preferably have one year work experience in marketing or a related area.
3. Applicants whose entrance qualification is obtained from an institution where the medium of instruction is not English should also fulfil the minimum English proficiency requirement of the University.

申請人必須具備：

1. 認可的工商管理或其他專業的學士學位*；
2. 若具一年或以上相關工作經驗的合資格申請者將優先考慮；
3. 如非畢業於以英文為授課語言的學士或研究生學位課程，申請人需要有符合大學英語水平要求的英語資格。

* If an applicant has not taken any quantitative methods and/or marketing course in their bachelor's degree, they will need to take a bridging course(s) arranged by the department. The number of bridging courses to complete will be determined by the department. The fee for each bridging course is HK\$5,000.

* 申請人必須於本科時曾修讀計量方法和市場學的學科。如申請人不曾修讀相關科目，則需要參加由大學提供的銜接課程。每科銜接課程費用為港幣5,000元正。





申請方法

APPLICATION PROCEDURE



Document Submission 需提交的文件

- Photocopy of HKID Card/Passport 身份証/護照副本
(online submission 可網上提交)
- Photocopy of degree certificate(s) 畢業證書副本
(online submission 可網上提交)
- Personal statement 個人陳述書
(online submission 可網上提交)
- Two referee letters 兩封推薦人信
(need to be sent from two referees 需要由推薦人郵寄正本)
- Official undergraduate transcript 學士學位成績單
(need to be sent from undergraduate university 需要由本科大學郵寄正本)

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：

 **Tel 電話：**
2806-5194

 **Email 課程電郵：**
bamcp@hksyu.edu

 **Website 網頁：**
www.hksyu.edu/ba/mcp

 **Address 地址：**

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市場學及消費者心理學理學碩士課程

香港北角寶馬山香港樹仁大學研究院大樓高座 RHB306

