Instructions for Applicants

Please read through the instructions and guidelines before starting to fill in the application.

Eligibility

To be eligible for admission to the Programme, a candidate shall satisfy both the University Admissions Requirements and the Programme Specific Requirements as listed below:

a) comply with the General Regulations;
b) hold a Bachelor's degree of this University or a qualification of equivalent standard from this University or another comparable institution accepted for this purpose*;
c) for a candidate who is seeking admission on the basis of a qualification from a university or comparable institution outside Hong Kong of which the language of teaching and/or examination is not English, obtain a TOEFL/IELTS score as prescribed in Paragraph "Tests";
d) satisfy the examiners in a qualifying examination, if required.

*Candidates with a good GMAT/GRE score will be favorably considered.

An application for exemption from the above requirements shall be considered on a case by case basis.

Application and Submission of Supporting Documents

Applications must be submitted via the Taught Postgraduate Online Application System.

Upload the following supporting documents to the HKU Business School TPG Application Document Upload System **ONE working day** after the submission of your application and before the upcoming application deadline. If there are further updates to your submission, you need to upload the full set of the documents under that particular category and the new submission will then overwrite the previous submission.

- CV
- Academic Certificate (*Graduate transcript/ *latest official transcript; *Graduation Certificate/ ^#Online Verification Report of Higher Education Qualification Certificate (教育部學歷證書電子註冊備案表) issued by the China Higher Education Student Information and Career Center or China Higher Education Student Information, applicable to candidates from Mainland China institutions only; Bachelor's degree certificate (學士學位證書) / ^Credential Report (學位認證報告) issued by China Academic Degrees and Graduate Education Development Center, applicable to candidates from Mainland China institutions only) **(in ONE single PDF file)**

  * *Documents which are not in English should be accompanied by a formally certified translation in English.*
  ^ *Both Chinese and English versions are required.*
  # *Please set the validity period of the report to 6 months or the longest available.*

- Working Experience Proof (Valid employment proof of internship of all positions, or most recent full-time employment, whichever is applicable. Contract/correspondences with working colleagues are not accepted as employment proof.) (**in ONE single PDF file**)

- Language Report (TOEFL or IELTS report that was taken within 2 years before your application submission, if you are not from an English-medium university. TOEFL iBT® Home Edition and IELTS online tests are not accepted. *TOEFL code of HKU: 9671; School Type: 01-Graduate; Department: 82-Business and Commerce) **(in ONE single PDF file)**

- Others (Passport (page with photo)/ Photo ID Personal statement; GMAT/ GRE score report *HKU Master of Science in Marketing GMAT Code: FS2-WL-12 | HKU GRE Code: 2482; Certificates of Professional qualifications e.g. ACCA, CFA, CPA; etc.) **(in ONE single PDF file)**

Applications with missing supporting documents will be considered incomplete and will **NOT** be further processed.

The original copy of supporting documents is **NOT** required at the application stage. Should a candidate be given an admission offer by the Programme, he/she will receive notification of the need to submit original/certified true copy of the documents

Application Fee

The application fee is HK$300 (non-refundable) and must be paid by credit card online.

Tests

Graduate Management Admission Test (GMAT) or the Graduate Record Examinations (GRE) scores are NOT required, but a good GMAT/GRE score will be favorably considered. Should candidates wish to submit a GMAT or

GRE score, they should upload a copy of the test report together with other supporting documents to the application system. The GMAT code for HKU Master of Science in Marketing programme is FS2-WL-12. The HKU GRE code is 2482.

Candidates who wish to be admitted on the basis of a qualification from a university or comparable institution outside Hong Kong where the language of teaching and/or examination is not English are required to obtain a score of 550 or above in the paper-based Test of English as a Foreign Language (TOEFL) or a score of 80 in the internet-based TOEFL. A minimum overall band of 6 with no subtest lower than 5.5 in IELTS is also accepted. In exceptional circumstances they may be exempted from this requirement. Test scores more than two years counting from the date of application, TOEFL iBT® Home Edition and IELTS online tests are not accepted.

When candidates pre-register to take the test, they should request that the official test scores be sent to The University of Hong Kong. The HKU TOEFL code number is 9671.

References

Candidates should provide the official email addresses of two referees in the Referees section of their applications, i.e., the professional email addresses that your referees use at the company or organization they are working for. Public domain email addresses will not be accepted unless the emails are used as professional email addresses and printed on the referees' business cards. In that case, the referee will be requested to upload his/ her business card when he/ she completes the form of reference. Form of reference will then be sent to the referees' official email addresses provided under the subject "Request for Statement of Reference". Candidates should remind their referees to complete the form of reference via the hyperlink provided in the aforementioned email before the application deadline.

Fees

The programme fee will be payable in 2 installments over 1 year, irrespective of the number of courses taken in each semester.

The proposed tuition fee for 2023/24 intake is HK$360,000*.

*The fees are subject to the final approval of the University.

Admissions Process and Result

Applicants can view their application status via the HKU Business School TPG Application Document Upload System.

Admissions decisions are generally available in a month after the application deadline and successful applicants will be notified by email. The applications of those who have not received an offer will be considered again in the following round(s) until the end of the whole admissions cycle.

Definition of Non-local students

For the purpose of admission of non-local students, "non-local students" should be defined as students holding-

a) student visa/entry permit;
b) visa/entry permit under the Immigration Arrangements for Non-local Graduates; or
c) dependent visa/ entry permit who were 18 years old or above when they were issued with such visa/ entry permit by the Director of Immigration.

Student Visa

Upon successful application, non-local (overseas) students will need to arrange for their own student visas. The HKU Admissions Office (AO) will act as the local sponsor and assist students in obtaining a visa. Please note that all non-local students are required by law to obtain a student visa to study in Hong Kong and the Immigration Department normally issues student visas to students enrolling in a full-time programme in the University only. It is the responsibility of individual students to make all necessary visa arrangements before the commencement of their studies.

Enquiry

Master of Science in Marketing Programme Office
HKU Business School
Room 304, Block B
Cyberport 4
100 Cyberport Road
Hong Kong

E-mail: MSMKTadmissions@hku.hk
Website: https://masters.hkubs.hku.hk/

Remark: Application forms and supporting documents of unsuccessful applicants will be destroyed after the admission period.

Please use the following industry codes when you input your Full-time Employment History in the "Further Information" section of the application form.

Industry Codes

Please select the industry code that best describes your company.

Financial Services	12 Consulting	**Manufacturing**
01 Commercial banking	13 Education	26 Auto and other transportation equipment
02 Diversified financial services	14 Entertainment	27 Chemicals
03 Insurance	15 Restaurant and hotel management	28 Electronic Equipment
04 Investment banking/brokerage	16 Government	29 Food/Beverage/Tobacco
05 Investment management	17 Healthcare services	30 Forest products/Packaging
06 Venture capital	18 Import/Export/Trading companies	31 Household/Personal Products
	19 Law	32 Machinery
Non-Manufacturing	20 Charitable organizations	33 Pharmaceutical/Biotechnology/ Healthcare products
07 Accounting	21 Real estate	34 Printing/Publishing
08 Advertising/Marketing services	22 Retail	35 Textiles/Clothing
09 Communications services	23 Transportation services	36 Other Manufacturing
10 Computer services	24 Utilities	
11 Construction	25 Other non-manufacturing	