



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:

- comply with the General Regulations;
- 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*;
- 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";
- 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](#).

You will receive an acknowledgement email from the Programme Office within **TWO working days** after submitting your application. Please follow the instructions in the email and upload the following supporting documents to the **HKU Business School TPG Application Document Upload System** no later than **TWO working days** after the application deadline of the round you are applying to. If there are further updates to your submission, you need to upload a full set of the updated documents under that particular section as the new submission will 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 Center for Student Services and Development or China Higher Education Student Information, applicable to candidates from Mainland China institutions only; Bachelor's degree certificate (學士學位證書) / ^#Online

Verification Report of Higher Education Degree Certificate (中國高等教育學位在線驗證報告) issued by China Higher Education Student Information, 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 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 processed further.

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 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. At least one of them must be an academic referee from the university that you have graduated or will graduate from. Form of reference will then be sent directly 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 2025/26 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-

- student visa/entry permit;
- visa/entry permit under the Immigration Arrangements for Non-local Graduates (IANG);
- dependant visa/ entry permit who were 18 years old or above when they were issued with such visa/ entry permit by the Director of Immigration; or
- visa/ entry permit for top talent pass scheme (高端人才通行證計劃).

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.

Authenticity of Information and Materials

To file an application, you must complete the application yourself. You are responsible for the accuracy and authenticity of the information and materials submitted throughout the application and admission process. The School unequivocally condemns any acts of dishonesty and reaffirms our zero-tolerance policy towards any form of academic misconduct. The School reserves the right to take legal actions and/or report any fraudulent documents or falsified information found to law enforcement units.

HKU Business School does not authorize any intermediary organizations to recruit or admit students.

Enquiry

Master of Science in Marketing Programme Office
HKU Business School
Room 204, 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.



HKU Master of Science in Marketing Application

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