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Tuition Fee

Semester one fees to be paid to the University of Sheffield in pounds (UK/EU students GBP 6,325; International students GBP 11,225) and semester two fees to be paid to HKBU in Hong Kong dollars (HK$119,000).

Enquiries

Hong Kong Baptist University
MScGMM Programme Office
Tel: +852 3411 5712
Fax: +852 3411 5586
Email: msggmm@hkbu.edu.hk
Website: http://bus.hkbu.edu.hk/eng/msggmm/main/index
Facebook: www.facebook.com/hkbu.msggmm
LinkedIn: https://hk.linkedin.com/pub/msggmm-alumni/100/857/99

The University of Sheffield
Postgraduate Office
Tel: +44 (0) 114 222 3376
Fax: +44 (0) 114 222 3348
Email: pgmt_help@sheffield.ac.uk
Website: http://www.sheffield.ac.uk/postgraduate/study/msc/courses/msc_global_marketing_management

Exempted Course at Non-local Courses Registry, Education Bureau (Reference number: 452539/452445)
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.
Programme Structure

The MScGMM programme has 36 units (27 units of core taught modules and 9 units of dissertation project).

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Accreditations

Triple Crown Status

The School of Business, Hong Kong Baptist University and the Sheffield University Management School are both triple-accredited by the three largest and most influential business school accreditation associations: the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS).

Chartered Institute of Marketing (CIM)

Registered MScGMM students automatically become Affiliate Post-Graduate Members of the CIM. On successful completion, MScGMM graduates qualify for associate CIM membership status and with three years’ marketing work experience, our graduates will qualify for full membership of the Institute. Following further development, graduates also qualify for Chartered Marketer status.

Career Prospects/ Employability

Non-local graduates from MScGMM can apply for stay and work in Hong Kong under the Immigration Arrangements for Non-local Graduates (IANG) after obtaining the master degree. Under the IANG, successful applicants may be granted a 12 months’ stay in Hong Kong without other conditions of stay provided that normal immigration requirements are met, regardless of the term of employment.

Scholarships and Awards

Offered by Hong Kong Baptist University

Global Exposure Award

Four scholarships of up to HK$40,000 each are offered to outstanding applicants who are likely to benefit from exposure in Hong Kong and in the Asia-Pacific regions. Interested applicants should apply for the award after submitting admission application and the result will be announced before admission to the programme.

Lifelong Learning Award

Scholarships of HK$10,000 each will be granted to alumni of HKBU, HKBUSCE, and UIC upon admission to the program.

Outstanding Academic Performance Award

Up to four scholarships of HK$10,000 each will be granted to students with outstanding academic performance at the end of the programme.

HKBU Chapter of Beta Gamma Sigma Scholarship

The amount of HK$3,000 will be granted to the awardee. Student must be a BGS member who demonstrates excellence in academic achievement, extracurricular activities and with good character and fulfills the following requirement: – has achieved the highest cumulative GPA (in taught postgraduate programme) in the preceding academic semester immediately following his/her admission as a BGS member.

Offered by University of Sheffield

MSc Global Marketing Management Scholarships

Up to six scholarships of 15% reduction of the tuition fee payable to the University of Sheffield are offered to outstanding applicants.

MSc Scholarships - UK/EU

The Management School offers five scholarships of 50% tuition fee deduction to outstanding UK/EU MSc students.

International Student Scholarships

The University of Sheffield offers various scholarships to reward outstanding international students from specific countries.

Exceptional Learning Experiences

Internationalized faculty, students, and alumni profile

Lecturers of the programme come from the United Kingdom, Hong Kong, Sweden, Vietnam, and Greece. The programme has admitted students from France, Hong Kong, India, Iran, Mainland China, Singapore, Switzerland, Taiwan, the United Kingdom, and the USA.

In-company marketing projects

The Department of Marketing is also connected to alumni: we have a Career Mentorship Programme that links students with our prestigious alumni and advisers to offer regular guidance on our programmes. Such connections with the business community ensure that our programmes are kept up to date, with contemporary issues such as globalization, e-marketing, CSR and other issues reflected throughout the curriculum.

Career mentorship and peer mentorship

Mentorship schemes are set up to connect students with advisors from the industry and programme alumni. These connections with the business community enhance the career opportunities for our graduates. Students will be arranged to meet with these career mentors during their study.

Field Trip

Students participate in local or overseas field trips to to learn the global marketing practices of successful companies.

Words from graduate

The MSc in Global Marketing Management gave me the unique and exciting opportunity to study in two different environments and cultures. It provided me with the skills and the ability to be able to operate in and communicate to both an international arena and a local environment. I was able to study and distinguish the different cultural factors which would influence how people perceive and adopt a brand or a marketing campaign, and put these to the test within my own personal dissertation project. Both the University of Sheffield and Hong Kong Baptist University were excellent universities, both supplying me with high levels of support to help me succeed in my studies. Due to this experience and opportunity, I was able to continue my time on in Hong Kong, securing a job with an international company based out of Silicon Valley, which would have been much hard to achieve did I not have such a distinguishing degree.
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The Peer Mentorship Scheme is developed to connect students with alumni. The peer mentors share their experience and provide peer support to the new MScGMM students through several meetings and gatherings in the Hong Kong semester. The peer mentor-mentee relationship can help the current students to understand more about how to handle the issues in relation to studies as well as job searching.

More importantly, these connections with the business community enhance the career opportunities for our graduates. Students will be arranged to meet with these career mentors during their study.

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Bethany Spencer
The UK Graduate 2014

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Facebook: www.facebook.com/hkbu.msgmm
LinkedIn: https://hk.linkedin.com/pub/msgmm-alumni/100/857/99

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Fax: +44 (0) 114 222 3348
Email: pmgt_help@sheffield.ac.uk
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Offered by Hong Kong Baptist University and the University of Sheffield

Two cities in ONE dream

International Exposure
By spending the first semester in the UK and the second semester in Hong Kong, students can experience firsthand the east and the west in a one year full-time study.

World Class Learning Experience
A unique international cooperative opportunity for students to experience high quality learning and teaching that utilises the strengths of two research-led, internationally recognised universities. English is the official medium of instruction.

Joint Award
Hong Kong's first joint Master's degree in Global Marketing Management, awarded by Hong Kong Baptist University and the University of Sheffield.