Bachelor of Science in Marketing Analytics and Technology

[BSc(MAT)]
Programme code: 6846

BSc(MAT) Programme Introduction

> How does **Netflix** predict what movies you love to watch?

> How does **Instagram** help you find the fashion you like best?

> How does **Tinder** recommend people for your online dates?

We are living in a world with technology and big data in every corner of our daily life. Business have been fundamentally redefined and reshaped. As a world leading business school, our BSc(MAT) aims to nurture business leaders in the field of technology and marketing who are able to

- **Understand the latest technology, science, and data analytics**
- **Apply the technology and big data to marketing decisions**
- **Innovate new business models and techniques in the digital world**

Our BSc(MAT) provides a comprehensive training that covers three elements in multiple disciplines.

- **Fundamental business theories**
- **Quantitative skills and technology to handle big data and models**
- **Marketing know-how and practices**

The multidisciplinary nature of our programme gives students a strong and unique position to pursue a career in the digital economy and modern businesses. Our BSc(MAT) targets both STEM students interested in business as well as business students interested in the technology and big data.

What You'll Study

The multidisciplinary structure of our programme will require students to take not only core business courses in marketing, economics, finance, and accounting, but also to take foundation courses in the disciplines of computer science, and business analytics, as well as selected advanced courses in marketing technology, data science, and marketing analytics.

Our programme will equip students with a solid foundation in cutting-edge technical areas including computer programming, data science, digital platforms and marketing technology as well as business practices such as the design & launch of new technology products, forecast markets, and building a technology-focused strategy.

Exciting Opportunities

There are ample opportunities for students to participate in exchange programmes at world-class universities, and to gain internship experience from large multi-national companies (MNC), Hong Kong or Mainland China companies or exciting start-ups. Students can also access HKU resources to start their own company. With solid knowledge of marketing analytics and technology and interpersonal skills gained in multi-cultural and social contexts, graduates are expected to become competitive and capable business leaders with a global perspective.

Career Prospects

BSc(MAT) graduates will be well-prepared to join the workforce in digital marketing, entrepreneurship & start-ups, gaming, digital platforms, e-commerce, IT, consulting, finance, and other industries with a focus on analytics, data, and technology.

Common Questions from Prospective Students

Is it necessary to have prior business, economics or programming knowledge for studying BSc(MAT)?

No. Prior knowledge of business, economics or programming related areas is not necessary for studying BSc(MAT). The programme will give students a solid foundation in business and marketing, as well as the technical and soft skills training essential for driving business success with the use of big data and analytics.

Why are the Extended Module of Mathematics (M1/M2) and a Science subject (Biology, Chemistry, Physics, Combined Science, Integrated Science, or Information and Communication Technology) with Level 3 or above in the HKDSE required for admission?

BSc(MAT) is primarily targeting students who are interested in Science, Technology, Engineering or Mathematics, and their application in business and marketing in particular. Students should therefore have an analytical mind and an acumen for logic, scientific and mathematical thinking skills through the study of M1/M2 and a Science subject in the HKDSE.

How is BSc(MAT) different from the Marketing major under the Bachelor of Business Administration (BBA) programme?

The Marketing major under BBA focuses more on traditional marketing, and the concepts and ideas of marketing operation and management in general; whereas BSc(MAT) brings in the use of analytics and technical skills to analyse data and advise marketing strategies and decisions in a scientific and quantitative way. In short, BSc(MAT) is the study of marketing backed by data analytics and technology.

Will I be limited to a career in marketing areas by studying BSc(MAT)?
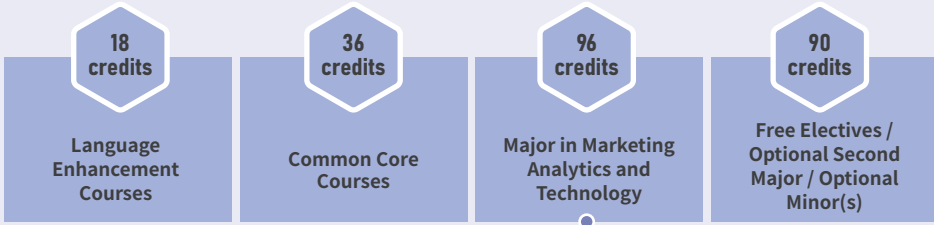
BSc(MAT) students will be trained to specialise in marketing areas and data analytics technology primarily, and they may take an optional second major or minor in other business or non-business areas offered by different HKU Faculties to suit their personal interest and career aspiration. This would open up a wide array of career options and opportunities in different fields, business or non-business, considering the soft and technical skills and cross-disciplinary knowledge acquired from the programme.

Is BSc(MAT) the right programme for me?

BSc(MAT) would be the right fit if you are interested in learning for example how consumers behave, what they think, and how to devise and manage marketing strategies to drive business success with the use of big data analytics and technology, be it in banking, media, video streaming, retail, e-commerce or other fields.

4 years / 240 credits

18 credits — Language Enhancement Courses

36 credits — Common Core Courses

96 credits — Major in Marketing Analytics and Technology

90 credits — Free Electives / Optional Second Major / Optional Minor(s)

Major in Marketing Analytics and Technology

Faculty Core Courses (24 credits)

ACCT1101	Introduction to Financial Accounting
ECON1210	Introductory Microeconomics
FINA1310	Corporate Finance

Statistics requirement – choose **one** of the following courses:
- ECON1280 Analysis of Economic Data
- STAT1602 Business Statistics
- STAT1603 Introductory Statistics

Disciplinary Core Courses (48 credits)

COMP1117	Computer Programming	MKTG3502	Marketing Research
MKTG2501	Introduction to Marketing	MKTG3528	Marketing Analytics
IIMT2641	Introduction to Business Analytics	MKTG3601	Marketing Technology
MKTG3501	Consumer Behaviour	MKTG4501	Quantitative Marketing (Capstone course)

Disciplinary Electives (24 credits)

Marketing Technology and Strategy – complete **two** of the following courses:
- MKTG3511 Advertising Management
- MKTG3524 Digital Marketing
- MKTG3526 Innovation and New Product Development
- MKTG3527 Pricing Strategies
- MKTG3529 Social Media Marketing

Marketing Analytics – complete **two** of the following courses:
- COMP2119 Introduction to Data Structures and Algorithms
- ECON2280 Introductory Econometrics
- IIMT3601 Database Management
- MKTG3530 Big Data Marketing
- MKTG3602 Retail Analytics
- COMP3314 Machine Learning

Find Out More

Admission information:
https://admissions.hku.hk/

Programme website:
https://ug.hkubs.hku.hk/programme/bsc-mat

Programme video:
https://bit.ly/3qS4RXO

Enquiries

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