HKU BUSINESS SCHOOL 港大經管學院

Undergraduate

Programme code: 6846

Bachelor of Science in Marketing Analytics and Technology

BSc MAT

BSc(MAT) Programme Introduction

- How does Instagram help you find the food you like best?
- How does Netflix predict what movies you love to watch?
- 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 and business 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 strategy, 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 and launch of new technology products, forecast and predicting markets, and building technology-focused strategy etc.

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.

Professional Recognition

Students of the BSc(MAT) programme are eligible to enrol in the CGMA® Finance Leadership Program and kickstart their journey to become a member of Chartered Institute of Management Accountants and a Chartered Global Management Accountant while they are studying in the University.

Career Prospects

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

BSc(MAT) Curriculum Structure (4 years / 240 credits)

18 credits	36 credits	96 credits	90 credits
Language Enhancement Courses and Non-credit Bearing Courses as required by the University	Common Core Courses	Major in Marketing Analytics and Technology	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 – complete **one** of the following courses:	
	• ECON1280	Analysis of Economic Data
	• STAT1602	Business Statistics
	• STAT1603	Introductory Statistics
Disciplinary Core Courses (48 credits)	COMP1117	Computer Programming
	IIMT2641	Introduction to Business Analytics
	MKTG2501	Introduction to Marketing
	MKTG3501	Consumer Behaviour
	MKTG3502	Marketing Research
	MKTG3528	Marketing Analytics
	MKTG3601	Marketing Technology
	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
	• COMP3314	Machine Learning
	• ECON2280	Introductory Econometrics
	• IIMT3601	Database Management
	• MKTG3530	Big Data Marketing
	• MKTG3602	Retail Analytics

** Curriculum structure and prescribed courses are subject to review and change from time to time*

Common Questions from Prospective Students

1) 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.

2) 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.

3) Is it necessary to have very strong background on math or programming knowledge for studying BSc(MAT)?

Students in BSc(MAT) programme are expected to apply the analytics and programming skills to business and marketing in particular. Math and science background is helpful to study in BSc(MAT). But it is more important to have an analytical mind and an acumen for logic and scientific thinking skills than having very strong background on math or programming. Our programme and curriculum will help students to learn the hard skills from beginning.

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

Prior knowledge of business, or economics 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.

5) 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.

Find out more:

Admission information

Programme website

Programme video

Enquiries: @ fbe.ugenquiry@hku.hk (852) 3917 5343

The information in this leaflet is accurate as of September 2022 and is subject to change.