

# Master of Science in Marketing with Festival and Event Management **MK026A**

Inspiring Your Future

Business Education@HKU SPACE

The MSc in Marketing with Festival and Event Management is a two-year part-time programmes jointly offered by Edinburgh Napier University and HKU SPACE since Year 2010. Edinburgh Napier is based in one of the most important global destinations for tourism, festival and events. The University's postgraduate programmes were developed to support international tourism and event management development. The programmes aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing, festival and event management.



## Programme Structure

The programme is running on a trimester basis, students can choose to start in February, June or October every year. Students will enroll in two modules per trimester and may complete the programme within a minimum of two years.

Upon successful completion of the following modules, student will be awarded the Master of Science in Marketing conferred by Edinburgh Napier University.

- 1.Principles and Practice of Marketing
- 2.Consumer Behavior
- 3.International Festival and Event Management
- 4.International Business and Event Management
- 5.Strategic Brand Management
- 6.One Optional Module
  - Digital Marketing Strategy
  - Global Marketing
  - Marketing Communications
- 7.Research Methods
- 8.Dissertation

## About the University

Founded in 1964 and granted university status in 1993, Edinburgh Napier University has since become one of the largest universities in Scotland, with over 19,500 enrolled students. Edinburgh Napier Business School offers a comprehensive range of general and specialized business programmes at undergraduate, master's and doctoral levels. The Business School's reputation for academic excellence is enhanced and supported by consultancy in business and the strong links it maintains with industry. Around 2,400 of the Business School's students are in Hong Kong, where it is long-established. Edinburgh Napier University is the largest provider of UK education in Hong Kong.

## Entry Requirements

### Applicants should hold:

- An undergraduate degree at Honours level from a recognised university; OR
- An undergraduate degree from a recognised university PLUS no less than one year's experience in marketing or sales or three years general working experience; OR
- An appropriate professional qualification e.g. CIM Diploma in Marketing, HKU SPACE Diploma in Marketing awarded within the HKU system through HKU SPACE, PLUS no less than one year's experience in marketing or sales or three years general working experience.

**Entry as an Affiliate Student:** If you do not meet the above requirements, but have five or more years of marketing experience, you may enter as an Affiliate Student. Your application will be reviewed individually and, if successful, will allow you to study the two modules in the first trimester of the programme, Principles and Practice of Marketing and Consumer Behavior, as an Affiliate Student. If you pass these modules, you will be able to proceed with the rest of the programme.

## Application

### Application Method

1. Online
2. In-person

All applicants are required to complete the application form and submit it with TWO sets of the following supporting documents together with application fee of HK\$200 to any of the HKUSPACE enrolment centres:

1. Certified true copies\* of full educational certificates and transcripts;
2. Original / Certified true copies\* of testimonials or other documentary proof of the applicant's working experience;
3. Photocopy of Hong Kong Identity Card;

\*Certified true copies: Original certificates and transcripts together with the copies are required to be presented to any HKUSPACE enrolment centres for verification.

This is an exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. HKU SPACE is a non-profit making University company limited by guarantee..

## Assessment

Students are assessed by a combination of coursework assignments and final examinations; some have two assignments and no examination. The pass mark in all modules is 50%. For the Dissertation module, each student will be assigned a supervisor to guide him/her in preparing for the dissertation. Students are expected to submit a dissertation of 12,000 to 15,000 words, which can demonstrate their ability to apply their in-depth knowledge to a marketing topic of their choice.

## Tuition Fee

Application Fee HK\$200 (Non-refundable)

Course Fee HK\$93,500 (Payable in two instalments)

1<sup>st</sup> installment payable prior to term 1.

2<sup>nd</sup> installment payable prior to term 3.

## Enquiries

Email: [msc.marketing@hkuspace.hku.hk](mailto:msc.marketing@hkuspace.hku.hk)

Tel: 2867 8315

## Enrolment Centres

### Admiralty Learning Centre [ADC]

📍 3/F., Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)  
☎ 3761 1111

### Fortress Tower Learning Centre [FTC]

📍 1/F., Fortress Tower, 250 King's Road., North Point, Hong Kong (Exit B, Fortress Hill MTR Station)  
☎ 3762 0888

### HPSHCC Campus [HPSHCC]

📍 1/F, HPCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong  
☎ 3923 7171

### Island East Campus [IEC]

📍 2/F, 494 King's Road, North Point, Hong Kong (Exit B3, North Point MTR Station)  
☎ 3762 0000

### HKU Campus [HKUC]

📍 3/F., T.T.Tsui Bldg. The University of Hong Kong Pokfulam Road, Hong Kong  
☎ 2975 5680

### Kowloon East Campus [KEC]

📍 1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station)  
☎ 3762 2222

