

Master of Science (MSc) in Marketing for the Creative Economy

創意產業市場學理學碩士

A One-year Full-time Programme

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HONG KONG
BAPTIST
UNIVERSITY



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Art x Marketing

Master of Science (MSc) in Marketing for the Creative Economy (MScMCE) is a one-year full-time programme offered by the Department of Management, Marketing, and Information Systems in collaboration with the Academy of Visual Arts (AVA), Hong Kong Baptist University.

The Programme rides on the rapid expansion of the creative economy in recent years and the trend of applying arts and cultural elements in business operations in industry practices. It provides an interdisciplinary platform to nurture "Art x Marketing" talented individuals who are capable of managing, operating, administering, and promoting creative initiatives, projects, and policies within a globally competitive ecology by providing the necessary expertise in business and marketing to excel in this field.



Why MScMCE?

A Unique and Interdisciplinary Programme

The programme aims to cultivate creative and cultural leaders with knowledge that can be applied in the retail market, entrepreneurship, creative industries, and arts administration and management.



International Immersion

The Programme offers overseas immersion, which gives students the opportunity to join an overseas field trip* during the summer term to broaden their experience and understanding of creative economies at an international level. A subsidy up to HK\$10,000 will be provided to every student for this field trip.

* Alternatives will be provided if the field trip must be cancelled, rescheduled or downsized.

Creative Service Learning

Students get to solve real-life problems through the Creative Service-Learning Project. A subsidy up to HK\$5,000 (based on actual expenses) will be provided to each student to support the Creative Service-Learning Project.

Presentations will be conducted via a virtual symposium for students to exchange ideas with academics and practitioners across the globe.



Job Prospects

Upon graduation,
our graduates are expected to:



Take up administrative / management roles (e.g., museum management, art administrators) in cultural and creative industries, institutions, organizations, or authorities (e.g., West Kowloon Cultural District in Hong Kong, Xiqu Centre, Film Archive, etc.); or

Be entrepreneurs managing art-related businesses (e.g., artists who wish to set up their own businesses); or



Work as marketing leaders (e.g., digital marketing manager/officer, marketing manager/director, brand manager) in corporate and consumer markets (e.g., retail market, destination and leisure marketing).

Curriculum

The MScMCE programme has 18 units of core taught courses (incl. 3 units for a Creative Service-Learning Project), 9 units of elective taught courses, and 3 units for a required overseas field trip.

Core Courses (21 Units)

SEMESTER 1

- MKTG7140 - Strategic Marketing Management
- MKTG7150 - Brand Development and Sponsorship
- MKTG7160 - Digital Marketing Strategies
- MKTG7220 - Applied Generative AI for Creative Ideation

SEMESTER 2

- MKTG7180 - Seminars in Contemporary Marketing Issues in Creative Economies
- MKTG7190 - Creative Service-Learning Project

SUMMER

- MKTG7200 - Field Trip*

* Travel related expenses will be incurred if an overseas field trip is scheduled. Alternatives will be provided if the field trip must be cancelled, rescheduled or downsized. The programme will provide a subsidy (up to HK\$10,000/student) for the field trip. For details, please consult the Programme Office.



Elective Courses (9 Units)

SEMESTER 1 (1 out of 3 Courses)

- MKTG7170 - Entrepreneurship in the Creative Economies
- VACC7010 - Research Methodology for the Visual Arts
- VACC7030 - Critically Engaged: Creative Practices in Context

SEMESTER 2

Courses offered by MMIS (1 out of 2 Courses)

- MKTG7110 - Social Entrepreneurship and Impact-driven Business
- MKTG7210 - Services Marketing Management

Courses offered by AVA (1 out of 2 Courses)

- VACC7020 - Visual Arts Theory & Criticism
- VACC7040 - Arts & the Public: Interpretation & Presentation

Admission

Admission Requirements

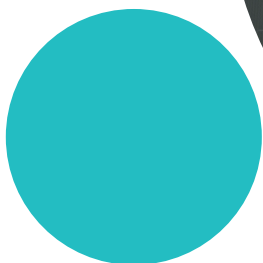
ACADEMIC QUALIFICATION

Applicants should possess a bachelor's degree from a recognized university or comparable institution, or an equivalent qualification.

LANGUAGE PROFICIENCY REQUIREMENT

Applicants are expected to meet at least one of the following qualifications:

- A bachelor's degree earned from a recognised English-medium institution; or
- TOEFL scores of 79 (internet-based); or
- A band score of 6.5 or above in IELTS; or
- Other language requirements as set by the University



Scholarships and Awards

Outstanding Academic Performance Award

Up to 10 scholarships will be granted to applicants with outstanding academic performance, depending on qualifications.



Hong Kong Future Talents Scholarship Scheme for Advanced Studies

A tuition reduction of up to HK\$100,000 to outstanding local applicants, depending on qualifications.

International Postgraduate Scholarships

Eligible international applicants will be automatically considered for the International Postgraduate Scholarship based on their all-round record and interview performance. Recipients will receive a full tuition waiver and a living allowance of HK\$100,000 (approx. US\$12,820).

Financial assistance to students

While the tuition fee does not cover the cost of the overseas field trip, a subsidy up to HK\$10,000 will be provided to each student for the field trip. A subsidy up to HK\$5,000 (based on actual expenses) will be provided to each student to support the Creative Service Learning Project.

MScMCE Programme Office

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