



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

SUMMARY ACCREDITATION REPORT

**SCHOOL OF CONTINUING AND PROFESSIONAL
EDUCATION, CITY UNIVERSITY OF HONG KONG AND
EDINBURGH NAPIER UNIVERSITY**

LEARNING PROGRAMME RE-ACCREDITATION

BA (HONS) MARKETING MANAGEMENT

FEBRUARY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA546), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592), was commissioned by School of Continuing and Professional Education, City University of Hong Kong and Edinburgh Napier University (jointly as the Operator) to conduct a learning programme re-accreditation exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) to determine whether the BA (Hons) Marketing Management programme (Non-local Courses Registry Registration Number: 452008) of the Operator meets the stated objectives and Hong Kong Qualifications Framework (HKQF) standard and can continue to be offered as an accredited programme; and
- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

2. HKCAAVQ'S Determination

2.1 HKCAAVQ has determined that the BA (Hons) Marketing Management programme (the Programme) meets the stated objectives and QF standard at Level 5 and can continue to be offered as an accredited programme with a validity period of five years.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below. Operators may apply to HKCAAVQ to vary the commencement date of the validity period. Applications will be considered on a case-by-case basis.

2.2.2 The determinations on the Programme are specified as follows:

Name of Local Operator	School of Continuing and Professional Education, City University of Hong Kong 香港城市大學專業進修學院
Name of Non-local Operator	Edinburgh Napier University 愛丁堡龍比亞大學
Name of Award Granting Body	Edinburgh Napier University 愛丁堡龍比亞大學
Title of Learning Programme	BA (Hons) Marketing Management 市場營銷管理榮譽文學士
Title of Qualification (Exit Award)	BA (Hons) Marketing Management 市場營銷管理榮譽文學士
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
HKQF Level	Level 5
HKQF Credits	Not applicable
Mode of Delivery and Programme Length	Full-time, 15 months Part-time, 20 months
Intermediate Exit Award	<p>Title of Qualification: BA Marketing Management 市場營銷管理文學士</p> <p>HKQF Level: Level 5</p> <p>HKQF Credits: Not applicable</p> <p>Mode of Delivery and Programme Length: Full-time, 9 months Part-time, 12 months</p> <p>Attainment: Completion of the required 100 credits of the BA (Hons) Marketing Management</p>

Start Date of Validity Period	1 September 2020
End Date of Validity Period	31 August 2025
Number of Enrolments	One enrolment per year
Maximum Number of New Students	Full-time: 100 per year Part-time: 150 per year
Address of Teaching / Training Venues	(1) City University of Hong Kong, Tat Chee Avenue, Kowloon Tong, Kowloon (2) CityU SCOPE Tsim Sha Tsui East Learning Centre, UG2/F & UG3/F Chinachem Golden Plaza, 77 Mody Road, Tsim Sha Tsui East, Kowloon

2.3 Recommendation

HKCAAVQ offers the following recommendation for continuous improvement of the Programme.

2.3.1 In the assessment scheme for individual modules with 100% coursework assessment the Operator should review the international literature and develop strategies for ensuring that assignments submitted have been completed by the student claiming authorship, for example, through systematic testing in class, vivas, or addition of supervised examination components.

2.4 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programme continues to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. Introduction

3.1 The School of Continuing and Professional Education (CityU SCOPE) is a self-financing but integral part of the City University of Hong Kong (CityU) serving the lifelong learning needs of

the community. Since 1992, SCOPE has been offering top-up degree programmes in collaboration with non-local universities.

- 3.2 Edinburgh Napier University (ENU) attained university status in 1992, and changed to its existing name in 2009.
- 3.3 The CityU SCOPE-ENU collaborative partnership started in 1997. It obtained HKCAAVQ Initial Evaluation status at HKQF Level 6 in 2012. The Programme was first accredited by HKCAAVQ in 2012 for a validity period of four years and re-accredited by HKCAAVQ in 2016 for a validity period of four years.
- 3.4 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. In consideration of the Operator's track record established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, a paper-based exercise was conducted.

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Objectives (POs)

PO1	Develop critical and analytical approaches to marketing management and associated disciplines
PO2	Develop key transferable skills in students
PO3	Develop in students a knowledge of the relationship between marketing and other business activities
PO4	Equip students with the necessary knowledge for a career in marketing management and associated disciplines
PO5	Develop in students a competence in applying marketing theory to practical situations

4.2 Programme Intended Learning Outcomes

Upon completion of the Programme, students are expected to have:

Knowledge and Understanding

A1	Understood the role of marketing in business and society
A2	The ability to analyse, design and develop strategic business initiatives
A3	Developed a critical appreciation of international issues pertaining to marketing and associated disciplines
A4	A knowledge of how marketing and business functions operate and are managed
A5	The ability to analyse and evaluate the needs of customer groups
A6	Awareness of the influence of technology in a marketing context

Skills and Other Attributes

B1	Developed analytical and problem solving skills required for academic enquiry
B2	The ability to select and synthesise information from a variety of sources
B3	Developed effective communication skills
B4	Developed the ability to work in groups
B5	The ability to evaluate research information critically and present logical findings
B6	Developed intellectual, bibliographic and IT skills

4.3 Programme Structure

Module Title	UK Credits	Core or Elective
Brand Management	20	Core
International Marketing	20	Core
Marketing Research and Communications (2)	20	Core
Retail Marketing [#]	20	Elective
Strategic Management in a Global Context [#]	20	
Direct and Digital Marketing [#]	20	
Live Project [#]	40	
Leadership in a Changing Environment	20	Core
Marketing Management in Practice	20	Core
Emerging Markets	20	Core
Dissertation	40	Core

Note:

[#] Student must either take (a) three 20-credit modules or (b) one 20-credit module plus one 40-credit module.

4.4 Graduation Requirements

The Programme is offered in both full-time mode (in 15 months) and part-time mode (in 20 months). Students who have completed 220 credits can attain an Honours Degree. Students who have completed 100 credits and decide to exit from the Programme will be granted an Ordinary Degree.

4.5 Admission Requirements

Holders of Associate Degree (AD), Higher Diploma (HD) or equivalent qualifications in business or service related studies, need to have at least one module related to marketing fundamentals. Applicants without any study of marketing fundamentals may be considered but will be required to pass an additional marketing bridging course prior to the formal acceptance into the Programme.

4.6 Teaching and Learning Activities

The Programme employs a range of teaching and learning activities, such as lectures, tutorials, case studies, projects and computer-based simulation.

5. Important Information Regarding this Accreditation Report

5.1 Variation and withdrawal of this Accreditation Report

5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.

5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the

validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website.

5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.

5.1.4 The accreditation status of Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

5.2 Appeals

5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.

5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Withdrawal.

5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.

5.2.4 Please refer to Cap. 592A (<http://www.legislation.gov.hk>) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at <http://www.hkqf.gov.hk>.

5.3 Qualifications Register

5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register ("QR") at <http://www.hkqr.gov.hk> for

recognition under the HKQF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.

- 5.3.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the HKQF.

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