



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

DE MONTFORT UNIVERSITY

LEARNING PROGRAMME ACCREDITATION

BA (HONS) MARKETING

JANUARY 2019

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 The School of Continuing and Professional Education (SCOPE) at the City University of Hong Kong (CityU) was established as the Centre for Continuing Education in 1991 in CityU serving the lifelong learning needs of the community. SCOPE offers three major categories of programmes: programmes leading to non-local awards (foundation degree to doctoral level); programmes leading to continuing education awards; government-initiated programmes and short courses.
- 1.2 The De Montfort University (DMU) was established in the 1870s as a college of art and technology and was granted the university title and degree awarding power under the Further and Higher Education Act (1992) in the United Kingdom (UK).
- 1.3 HKCAAVQ was commissioned by SCOPE and DMU, jointly as the Operator, to conduct an accreditation exercise with the following Terms of Reference:
 - (a) To determine whether the BA (Hons) Marketing programme of the School of Continuing and Professional Education and the De Montfort University (the Operator) meets the stated objectives and QF standard and can be offered as an accredited programme.

NCR Registration/Reference No: 452938(5)
 - (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.
- 1.4 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 15-16 November 2018.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

2.1 Learning Programme Accreditation

Approval

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	De Montfort University
Name of Award Granting Body	De Montfort University
Title of Learning Programme	BA (Hons) Marketing 市場學榮譽文學士
Title of Qualification (Exit Award)	BA (Hons) Marketing 市場學榮譽文學士
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 Credit	Not applicable
Mode of Delivery and Programme Length	Full-time, 3 years (Year 1 entry) Full-time, 1 year (Top-up entry) Part-time, 2 years (Top-up entry)
Start date of Validity Period	1 September 2019

End date of Validity Period	31 August 2023
Number of Enrolments	One enrolment per year
Maximum Number of New Students	70 for full-time (Year 1 entry) 40 for full-time (Top-up entry) 140 for part-time (Top-up entry)
Address of Teaching Venue	(1) City University of Hong Kong main campus, Tat Chee Avenue, Kowloon Tong, Kowloon (2) CityU SCOPE Tsim Sha Tsui East Learning Centre, UG2 & UG3, Chinachem Golden Plaza, 77 Mody Road, Tsim Sha Tsui East, Kowloon (3) CityU SCOPE Admiralty Learning Centre, 8/F United Centre, 95 Queensway, Admiralty Hong Kong

3. Programme Details

3.1 The following information on Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) are provided by the Operator:

Bachelor of Arts (Hons) Marketing and Management

3.1.1 The POs are to:

- (a) Demonstrate broad knowledge and understanding of the theories, principles, and conceptual frameworks of marketing.
- (b) Have an understanding of the relevant social, economic, technological, political, ethical and cultural environments within which businesses operate, and how these environments are changing.
- (c) Show clear appreciation of the issues associated with the management of marketing activities in a range of business and industry contexts.

- (d) Specifically, graduates should have an understanding of markets, customers, marketing tools and activities, market research and strategic marketing management.

3.1.2 Upon successful completion of the programme, students should be able to:

Knowledge and Understanding (KU)	
KU1	Demonstrate knowledge and critical understanding of marketing within the context of business decision making.
KU2	Understand the contemporary developments and issues in marketing, society and business.
KU3	Demonstrate an understanding of the environment in which marketing and business operates.
KU4	Demonstrate knowledge and understanding of the key functions of business, including business finance, business planning and forecasting and organisational behaviour.
Cognitive Skills (CS)	
CS1	Demonstrate research skills. This will involve being able to identify assumptions and evaluate statements in terms of evidence to detect false logic or reasoning, identify implicit values, define terms adequately and to generalise appropriately.
CS2	Demonstrate analytical skills. This will involve being able to undertake reviews of relevant literature and to synthesise the evidence collected.
CS3	Display evaluative skills. This will involve being able to construct fair, coherent and convincing arguments utilising relevant literature.
CS4	Perform problem-solving skills. This will involve being able to address problems and identify appropriate solutions in a systematic, creative and constructive manner and to demonstrate originality in tackling and solving problems.
Subject Specific Skills (SS)	
SS1	Identify, locate and compile information from a wide range of sources in a coherent manner and provide references according to accepted academic conventions.
SS2	Understand a range of research methods and be able to effectively collect marketing data on customers, competitors and the wider business environment.
SS3	Critically evaluate theories and arguments relating to how marketing works and the implications for practitioners of marketing.
SS4	Demonstrate skills of analysis criticism and synthesis in dealing with operational and strategic marketing issues
SS5	Undertake independent investigation in planning and undertaking tasks.
SS6	Use relevant skills in your employment, further study and daily life.
Transferable Skills (TS)	
TS1	Demonstrate self-reflection and criticality including self-awareness, openness and sensitivity to diversity in terms of people, cultures, business

	and management issues.
TS2	To be able to work independently with self-confidence and reflect upon the process of learning and able to work within a group, learn from others and lead an activity.
TS3	Display an ability to engage in self-directed study, to manage time effectively and to evaluate the performance of oneself and others.
TS4	Produce appropriately referenced work to a given format, brief and deadline.
Practical Skills (PS)	
PS1	Communicate effectively, both orally and writing, using a range of approaches relevant to the study of marketing, such as presentations, essays and reports.
PS2	Apply analytical, critical and communication skills so as to be able to convey ideas and to sustain arguments effectively both orally and in written form.
PS3	Effectively use communication and information technology for business applications.

3.2 Programme Structure

3.2.1 The BA (Hons) Marketing programme offered at SCOPE are adapted from the corresponding full degree programmes of DMU totalling 360 credits. Both first year and top-up modes are offered at SCOPE.

3.2.2 The content and structure of the three programmes are summarised as follows:

DMU Level	Module title	Contact hours	UK credit	Full degree module	Top-up degree module	HKQF Level
4	<i>Business Communication and Academic Skills</i>	36	15	✓	N/A	4
	<i>Financial Decision Making</i>	36	15	✓	N/A	4
	<i>An Introduction to Entrepreneurship and Enterprise</i>	72	30	✓	N/A	4
	<i>Introduction to Work and Organisations</i>	36	15	✓	N/A	4
	<i>Marketing Decision Making</i>	36	15	✓	N/A	4
	<i>The Digital and Social Media Context of Business</i>	36	15	✓	N/A	4
	<i>Marketing Essentials</i>	36	15	✓	N/A	4
Total for DMU Level 4 Core Modules			120			
5	Marketing Research	36	15	✓	N/A	4
	Consumer Behaviour	36	15	✓	N/A	4

	Direct and Digital Marketing	36	15	✓	✓	5
	International Marketing	36	15	✓	✓	5
	Brand Management	72	30	✓	✓	5
	Advertising and Promotion	72	30	✓	N/A	4
	Total for DMU Level 5 Core Modules		120			
6	Retail Marketing	36	15	✓	✓	5
	E Marketing	36	15	✓	✓	5
	Marketing Planning and Management	72	30	✓	✓	5
	The Brand Portfolio OR Marketing Dissertation	72	30	✓	✓	5
	Total for DMU Level 6 Core Modules		90			
	Marketing of Services	36	15	✓	✓	5
	Interactive Marketing Campaign	36	15	✓	✓	5
	Global Marketing Strategies	36	15	✓	✓	5
	Social Media Marketing	36	15	✓	✓	5
	Marketing Analytics	36	15	✓	✓	5
	Total for DMU Level 6 Elective Modules		30			

3.3 Graduation Requirements

- To be eligible for graduation, a student should have successfully completed the above prescribed modules.

3.3.1 Admission Requirements

Year 1 entry (full-time only)

- Applicants obtaining a total score of 15¹ or above in five HKDSE subjects, including English Language at Level 3 and no subject at Level 1; or
- Applicants successfully completed the “Diploma in International Degree Foundation”² offered by CityU SCOPE.

¹ HKDSE Grade to point scale: L5** = 7, L5* = 6, L5 = 5, L4 = 4, L3 = 3, L2 = 2, L1=1

² The “Diploma in International Degree Foundation” programme admits HKDSE holders with at least five subjects at Level 2 including English Language (HKDSE Chinese is not required); or equivalent qualifications.

Top-up entry (full-time and part-time)

- (a) Sub-degree holders in business, marketing and related disciplines or equivalent; or
- (b) Sub-degree holders in non-business disciplines with 2 years of relevant working experience³.

3.3.2 In line with the admission policy of local sub-degree and degree programmes, the maximum number of new students admitted through non-standard entry are capped at 5% on the programme level. Mature students are grouped under non-standard entry.

4. Substantial Change

4.1 HKCAAVQ may vary or withdraw the 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. The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of the Accreditation Report.

5. Qualifications Register

5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Hong Kong Qualifications Framework (HKQF). The Operator should apply separately to have their quality-assured qualifications entered into the QR.

³ Applicants under this category will be required to take an intensive bridging course offered by CityU SCOPE prior to formal acceptance to the programme.

- 5.2 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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