

A well recognised
& flexible programme suitable for
Sub-degree Holders

BA

Marketing with Digital Media

Part Time 2025-2026

3rd Intake
Course Code:
253-29392

*BA Marketing with Digital Media is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (ref. no.: 453221 [BA]).
It is a matter of discretion for individual employers to recognise any qualification to which this programmes may lead.*



BA Marketing with Digital Media is
recognised under the Qualifications Framework.
QF Level : 5
QR Registration Number : 22/001026/L5 [BA];
Validity Period : 1 Sep 2023 to 31 Aug 2028



www.scope.edu/topup/BAMDM

Edinburgh Napier University

Edinburgh Napier University is one of CityUHK SCOPE's largest UK partners of Higher Education in Hong Kong. Edinburgh Napier delivers the skills and experience that matter. It combines professional know-how with an academic approach and work-related learning to help its students succeed beyond university. Meanwhile, its research shapes the world around us, improving lives in Scotland and across the globe.

Edinburgh Napier is one of the largest universities in Scotland, with over 21,000 students. It is split into five Schools: The Business School, School of Arts & Creative Industries; School of Computing, Engineering & the Built Environment; School of Applied Sciences; and School of Health & Social Care. The University has approximately 1,500 staff and offers around 300 undergraduate and postgraduate programmes, as well as an extensive range of short courses for industry and commerce. Many of its short courses have been tailored to fit international clients' needs and are delivered abroad.

The Business School

The Business School is one of the largest and modern Business Schools in Scotland with more than 8,500 students. It offers a wide range of Business, Finance, Hospitality and Tourism courses at undergraduate and postgraduate levels. The Business School has been working with SCOPE at City University of Hong Kong since 1997, providing learning opportunities for students in Hong Kong to articulate from their associate degree and diploma programmes onto a number of our honours degree and degree programmes. The School is the home to four subject groups, namely: Management; Accounting, Finance & Law; Tourism & Languages, and Marketing. The Marketing subject group offers Marketing undergraduate and postgraduate degrees in the UK and Hong Kong. Our degrees focus on Marketing Management at both the strategic and tactical levels.

- ENU's Business School is accredited by the Association to Advance Collegiate School of Business (AACSB).

Edinburgh Napier University Scholarship

Scholarships are offered to students on this programme, with outstanding prior academic achievements.

★ Did you know?

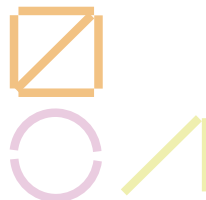
Edinburgh Napier University's recent achievements include:

Top 10 rankings

- # Top-ranked Modern University in Scotland - Times Higher Education World University Rankings 2025
- # Top 10 UK university - Times Higher Education Young University 2024
- # The only Scottish university to be shortlisted for University of the Year at the Times Higher Education Awards 2022
- # Top Scottish modern university for both research power and research impact (REF 2021)
- # 1 Modern University in the UK for Accounting and Finance, Computer Science, English and Mechanical Engineering (Times/Sunday Times Good University Guide 2025)
- # Top five UK Modern university for Film production and Photography and Hospitality, Event Management and Tourism (Guardian University Guide 2025).
- # 1 university for Student Satisfaction in Edinburgh for five consecutive years - National Student Survey 2020, 2021, 2022, 2023 and 2024

Top 10 Modern UK University for Business, Management & Marketing - The Times & Sunday Times Good University Guide 2022

- The Business School scored 87% for overall satisfaction - National Student Survey 2023
- It is the largest UK provider of higher education in Hong Kong, with more than 3,000 students studying there.
- It is internationally recognised: in the recent QS Stars international university rankings, the quality of its teaching, internationalisation and employability were all officially recognised, with the University scoring five stars in each category.
- Edinburgh Napier has been offering Marketing programmes in HK since 2000. The graduates of our Marketing programmes will shortly reach over 2,000.



Words from...

Academic Staff

“Edinburgh Napier University is one of the top modern universities in the UK and in Hong Kong for Business (including Marketing, Finance and Accounting). The university nurtures talent and create knowledge that shapes communities all around the world. The Business School has been delivering top-up degree in the marketing field to ordinary and honours level with CityUHK since 2004. We have been offering the same BA and BA (Honours) Marketing Management degree as in the UK since 2010. To continue in this trend, we have added the BA and BA Honours Marketing with Digital Media programme (BAMDM), which has been offered in the UK since 2008 in collaboration with the School of Computing.

The BA and BA (Hons) in Marketing with Digital Media is designed in response to the changes in the marketing landscape which has become more digitally oriented, and aims to equip current and future workforce with specific and finely tuned digital media skills and knowledge.

A highlight for many students is the opportunity to develop contemporary marketing knowledge and practical digital media skills. With our UK version of this programme preparing students for excellent careers in marketing management, digital media, digital marketing, brand management, advertising, market research and public relations, we anticipate similar prospects for our Hong Kong students. Some of our graduates have been successfully working for local and international organisations, while others are successful entrepreneurs. With the number of graduates from BA and BA (Hons) Marketing Management and the previous marketing degree set shortly to reach over 2,000, BA and BA Honours Marketing with Digital Media and BA and BA Honours Marketing Management are among SCOPE's most popular top-up courses.

Edinburgh Napier staff have enjoyed teaching our Hong Kong undergraduates, whom we have found to be hard-working, well-motivated and, best of all, successful! Failure in previous years has been extremely rare with most students gaining an honours degree and the rest electing to leave with an ordinary degree. This excellent record shows how students have managed to combine their academic study of the theory of marketing and digital media with the ability to apply it to practical situations. We look forward to working with Hong Kong students and our experienced SCOPE colleagues again to make the BAMDM degree as successful as always. What's more, as one of the top universities in the UK for the employability of its graduates, we expect Hong Kong graduates from our BAMM degrees to be just as successful.”

Dr Mark Passera
Programme Leader

The Business School, Edinburgh Napier University

The partnership between City University of Hong Kong's School of Continuing and Professional Education (SCOPE) and Edinburgh Napier University offers two marketing programs including BAMB and BAMDM designed to equip students with essential and digital skills in marketing. This programme allows students to articulate from their associate degrees / higher diplomas into Edinburgh Napier's honours degree programs. It emphasizes practical learning and industry connections, providing students with opportunities to study abroad, including a trimester at Edinburgh Napier's UK campus as well. Therefore, students can enrich diverse cultural and educational experience, further enhances academic credentials and broadens a professional and personal horizon.

Our program structure consists of 120 credits, divided into six 20-credit modules, including Brand Management, Marketing Research and Communications, International Marketing, Direct and Digital Marketing, Digital Storytelling and Technoculture and Society. The content included practical learning through industry projects and internships, ensuring students gain real-world experience. Moreover, students have access to resources and support from both CityUHK SCOPE and Edinburgh Napier University, including libraries, computing services, and student support services.

Upon graduate, the students can look forward to excellent career opportunities. They are well-equipped for various roles in the marketing field, such as market communications, product marketing, social media, or market research. The program emphasis on practical learning and industry connections ensures that graduates possessed relevant skills and experience, making them highly attractive to employers.

Dr Irene Szeto, Programme Leader
*School of Continuing and Professional Education
City University of Hong Kong*

GRADUATE SPOTLIGHT



“Digital Marketing is moving expeditiously, facilitated by the emergence of cutting-edge technology and the growing importance of social media.

To me, being a Digital Marketer is far from easy. Strategy, creativity, analytics, and psychology are essential in building trust and engaging with customers. Yet, the ongoing challenges add fun and excitement to my job.

In my current role, I'm in charge of partnership development, driving brand awareness, and lead generation across various digital channels. Riding on the knowledge and skills gained from my degree, I have successfully generated more business opportunities for the loyalty program and e-commerce platform.

Having compelling and relevant content on customers' needs and preferences is the key by which a personalized experience is created for them. I predict that digital marketing will focus on technoculture, storytelling and user experience in the future since consumers are exposed to a large quantity of media channels anytime and anywhere.

With a growing market, there is no better time than this moment to equip yourself with the related knowledge and skills for a promising career ahead.”

CHAU Fan Shing
*BA (Hons) Marketing Management, Edinburgh Napier University
Digital Marketer, a listed company*



The BA Marketing with Digital Media is a top-up degree offered by Edinburgh Napier University in collaboration with the School of Continuing and Professional Education, City University of Hong Kong (CityUHK SCOPE). The Programme is a specialized marketing and digital media degree, which is suitable for AD / HD holders in any business or service related disciplines who are looking for a range of careers in the private and public sectors. The programme is accredited by the Chartered Institute of Marketing (CIM) and the Institute of Data & Marketing (IDM).

Programme Aims

Marketing demands clear thinking and innovation, and you will develop these attributes as well as sound business, communication and problem-solving skills.

The programme blends theory and digital marketing practice. You will gain an excellent understanding of both marketing principles and digital media skills including specialist areas such as direct & digital marketing, technoculture and society, and digital storytelling.

The programme aims to

- To develop student knowledge and understanding of critical and analytical approaches to marketing and digital media.
- To develop key transferable skills in marketing and digital media.
- To develop in students a knowledge of the relationship between marketing, digital content and other business activities.
- To equip students with the necessary knowledge for a career in marketing and digital Media.
- To establish students' competence in applying marketing, and/or digital media theory to practical situations.

Special Features

Up-To-Date Curriculum

As an emerging academic field, Marketing with Digital Media blends together theory and digital marketing practice. Students will gain an excellent understanding of both marketing principles and digital media skills including specialist areas such as digital storytelling and technoculture and society which are taught by our experienced ENU academic colleagues and SCOPE colleagues in the section of Business & Management (B & M) and the section of Science & Technology (S & T).

Bridging course for STEM graduates

Students in the STEM area and without any study of marketing fundamentals are also suitable for this programme. Students will be required to study an additional marketing bridging course (no additional fee) in the summer.

A well-designed digital marketing programme for existing marketing skills gap

Among all kinds of business talents, digital media marketing is one of the fastest growing and most popular skills. The existing skills gap is more prevalent on the digital side, particularly in the areas of below-the-line marketing, online advertising as well as community engagement experts. This BAMDM programme will provide sub degree students and marketing practitioners with opportunities to develop and demonstrate your knowledge and understanding of marketing and digital media and to develop their practical, critical and analytical skills and attribute.

A perfect fit degree programme for STEM sub degree holder

Because of the concept of innovative knowledge and practical skills in digital media and technologies are technical in nature, the proposed degree in marketing with digital media is a perfect/ ideal fit for students with background in science, technology, engineering, and mathematics (STEM).

Overseas Study Opportunities

Travel bursaries are available for students who wish to go to the UK campus to study for a whole term so as to enrich their study experiences and learn different cultures while studying in Edinburgh.

Accelerated Mode of study

Students can complete the programme study in 12 months and the degree is equivalent at the HKQF level 5.

HKCAAVQ Accreditation

This programme is:

- accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) to reach **HKQF Level 5**;
- equivalent to the standing of bachelor's degrees offered by **local universities in Hong Kong**; and
- recognised by the **Hong Kong Government** for employment purposes within the Civil Service.

Programme Structure

Part-time Programme

Duration: 12 months

| Trimester 1 | Trimester 2 | Trimester 3 |
|---|---|---|
| <ul style="list-style-type: none"> • Brand Management • Marketing Research and Communications (2) | <ul style="list-style-type: none"> • International Marketing • Direct and Digital Marketing | <ul style="list-style-type: none"> • Digital Storytelling • Technoculture and Society |



Overseas study at Edinburgh

Career Prospects

The qualification will give you excellent career prospects as you will graduate with industry relevant skills and knowledge, possible roles of BAMDM graduates include:

- Digital Marketing
- Coordinator and Digital Marketing Analyst
- Web and Content Editor
- Digital Marketing Executive
- Marketing Executive
- Social Media Officer

Programme Delivery

Lectures are conducted by academic staff of both ENU and CityUHK SCOPE, and tutorials are mainly given by academic staff of CITYUHK SCOPE and local practitioners.

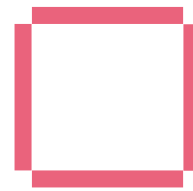
Teaching and Learning

Venue

Classes will be held at SCOPE Learning Centres in Kowloon Tong, Tsim Sha Tsui East and/or other learning centres/off-campus venues designated by CityUHK SCOPE.

Student Support

Students registered in the programme will be issued a CityUHK SCOPE Student ID Card and an Edinburgh Napier University Matriculation Card. Services provisions include access to CityUHK Run Run Shaw Library, Computing Services Centre, University's e-Portal, Electronic Services and Student Lan, as well as electronic resources provided by Edinburgh Napier University.



Assessment and Award

All modules are assessed by coursework and examination or a second coursework. Students will receive the award of BA Marketing with Digital Media by Edinburgh Napier University upon successful completion of the programme in accordance with the programme requirements.

Further Study

Graduates of this programme may proceed to pursue postgraduate studies in a range of business disciplines in local or overseas universities.

Admission Requirements

Holders of Associate Degree (AD) or Higher Diploma (HD) in any business or service related studies with at least one module taken in marketing fundamentals or equivalent qualifications.

** Students from the STEM area and without any study of marketing fundamentals may also be considered. Students will be required to study an additional marketing bridging course (no additional fee will be charged) in the summer. Those applicants should submit their applications before 31st July 2025.*

** Students whose qualifications do not quite meet the above requirements, but with over two years marketing or sales experience, may be interviewed and considered under the Recognition of Prior Learning for Credit procedures for uncertificated learning. These students will usually be applicants for the part-time programme.*

Fees

Application fee :

HK\$160 (to be paid upon application)

Tuition Fee:

HK\$73,200

[payable in 3 instalments]

** All fees paid are non-refundable and non-transferable.*

** In the case of re-assessment and retaking a module, additional fees will be charged.*

Financial Assistance

Continuing Education Fund (CEF)

Some modules of the programme have been included in the list of reimbursable courses under the Government's Continuing Education Fund (CEF). For details, please visit the government's website: www.wfsfaa.gov.hk/cef.

Non-means-tested Education Loan (NLS)

Students can apply for the government loan under the Non-means-tested Loan Scheme (NLS). For details, please visit the government's website: www.wfsfaa.gov.hk.

IMPORTANT NOTE:

The standard duration of study for this top-up BA Marketing with Digital Media offered by CityUHK SCOPE in September 2025 will span one year, concluding at the end of August 2026.

We are committed to providing support and assistance to students who may face challenges in specific modules or in deferral of study. This support will be available until May 2027, allowing students ample time to overcome any difficulties and achieve their academic goals. Please note that requests for deferral of study will not be considered unless accompanied by compelling justifications, and the decision made by SCOPE and Edinburgh Napier University will be final.

Application Procedures

1. Application should be submitted online via www.scope.edu/eapplication.
2. Application form can also be obtained upon request from the reception counter of CityUHK SCOPE.
3. Applications are processed on a rolling basis, early application is encouraged.
4. Applicants will be selected on the basis of academic merits and relevant work experience. All applicants will be informed of the application results. Please contact CityUHK SCOPE if you do not receive our decision by late August 2025.

**Programme
Commencement
September 2025**

Online Enquiries of Application Status

An acknowledgement of your application will be sent to you via email. Enquiries about your application status can be made at our website: www.cityu.edu.hk/ce/enrol/queue 7 working days after submission of your application form.



Enquiries

School of Continuing and Professional Education

Location : 2410, 2/F, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong

Tel : 3442 2369 / 3442 7423

Fax : 3442 0399

Email : bm@scope.edu

Website : www.scope.edu/topup/bamdm

Academic Enquiries

Programme Leader : Dr Irene Szeto

Tel : 3442 7673

Email : ihcszeto@cityu.edu.hk