HKU MBA
Marketing Strategy
Global Outlook

Best in class benchmarking

Encompass every touch point

Speak the language of the market

Know your market & target
Emphasis on digital marketing

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Social media

linkedin

Twitter

YouTube

Weibo

WeChat

Search engine

Google Display Network

Gmail Sponsored Promotions

Naver
Website

Engagement Platform

Usage of Analytics

Mobile optimization
Webinars & Skype Chat

Regional specific

Involvement of students/alumni

One-to-one admissions consultation through Skype
Content Marketing

HKU MBA Live

The MBA Insider’s Blog

Every day is a new experience

I am about three months into the HKU MBA programme and I find that every day is a new experience for me. My journey began with...

More>

My Life in Hong Kong

Living in Hong Kong, I was nearly aware of HKU’s reputation at home and abroad. HKU is embedded in...

More>

Culture of the HKU MBA Programme

Since starting the actual programme, the culture of the MBA here has proven true to the promise of...

More>

Alumni Commentary

Be inspired by our MBA graduates who share their perspectives on and insights into their professions and industries.
My MBA year of 2014-2015 was nothing short of a world class roller-coaster ride! I had a unique opportunity to be a student speaker at an insurance themed conference in Singapore (25th Anniversary Summit on Value of Insurance to Society). I was interviewed by a magazine to explain the perks of doing a partnership programme with HKU-LBS (Western Business Schools Find Promise in China’s MBA Market). I suffered a knee injury and learned to navigate the ubiquitous Hong Kong stairs and uphill terrain with a 7-11 umbrella.

Prior to the MBA, I worked with Goldman Sachs for 6 years in the corporate action team. Corporate action refers to any activity that affects the market share value of a company through market activities including, but not limited to, dividend pay-outs, tenders, mergers and spin-offs. Working in the operations space, I was exposed to a range of processes and procedures of investment banking. This perspective empowered me to pursue my future career goals by opting for a post-graduation business degree that would help me transition to a front office role where I could contrive and execute real world business models.

Multiple classes across the MBA curriculum taught me how to solve day-to-day unstructured problems, making me realize that more often than not there are multiple solutions to a given problem. It takes a manager to choose the optimum solution to a given problem with the situation at hand. Although this might sound very generic, the MBA core courses and electives helped me to gain diverse perspectives. During the LBS leg of the programme, I specialized in strategy (Pricing, Corporate and M&A Strategy). A key learning that has stayed with me is how to develop an idea, present it to the stakeholders and see the impact of the solution in real time.

On a personal front, the MBA class is diverse and working with 51 other smart people helps build a network, exchange ideas and make friends for life. HKU has a history of 100 years and most of the alumni are in commendable positions in the industry. As a class, we went on multiple business treks, and
Offline activities

- MBA Fairs
- Consultations/ Coffee Chats
- Information Sessions
- Campus visits & Class sit-in
- Student/Alumni Ambassador programme
- Post-offer gathering
**Rankings**

Full-time MBA Ranking 2016

# 1 in Asia for the 7th consecutive year

3-year average rank:

# 28 in the world

Return on Investment (ROI) of Full-time MBA programmes 2013

# 3 in the world

Global MBA Ranking

3-year average rank:

# 37 in the world

Top MBA for Finance 2017

# 12 in the world

# 1 Asian School

QS World University Rankings 2018

# 26 in the world

QS University Rankings Asia 2016/17

# 2 in Asia

The World’s Most International Universities 2017

# 3 in the world

The top 35 MBAs for getting a job in hedge funds, private equity and asset management

# 21 in the world
Rankings

Build a sense of pride amongst alumni & students

Strategic Usage
- FT Ranking for employer branding
Community Engagement

IFP & corporate visits outside HK
Promote student activities (China Immersion Programme)
Students sharing
Admission Interview

Platform for accessing & engagement

Introduction to the culture & ethos of the programme
Well presented information

Higher sense of belonging

Better Match

Well informed decision

HKU MBA
Marketing Strategy
Thank you