

**School Nominations Direct Admission Scheme (SNDAS)**  
**Programme and Admission Requirements of Designated Programmes**  
**in the 2026/27 Academic Year**

**I. Programme information**

|     |                      |   |
|-----|----------------------|---|
| (a) | University           | City University of Hong Kong                                    |
| (b) | Programme            | BBA Marketing (Streams: Global Marketing / Marketing Analytics) |
| (c) | JUPAS programme code | JS1007  |
| (d) | Programme duration   | 4 years   |

**II. Programme admission requirements**

| Admission requirements |  |           |
|------------------------|--|-----------|
| (a)                    | Top 10 % in class ranking in Secondary 5 and 6 (1st term)                          | Mandatory |
| (b)                    | Predicted grade of at least Level 4 in English Language of HKDSE Examination       |           |
| (c)                    | Predicted grade of at least Level 4 in Mathematics of HKDSE Examination            |           |
| (d)                    | Received award / prize in one inter-school business related competition / activity | Preferred |

**III. Application requirements**

| Application requirements               |  |           |
|--|--|-----------|
| <b>(a) JUPAS application</b>           |  |           |
| (i)                                    | Band A choice in nominee’s JUPAS application                                       | Mandatory |
| (ii)                                   | Submission of Other Experiences and Achievements in Competition / Activities (OEA) |           |
| (iii)                                  | Submission of Student Learning Profile (SLP)                                       |           |
| <b>(b) Other application materials</b> |  |           |
| (i)                                    | Personal statement   | Mandatory |
| (ii)                                   | Recommendation letter  |           |
| (iii)                                  | School report / result / assessment  |           |
| (iv)                                   | School’s assessment on the predicted HKDSE grades                                  |           |

#### IV. Assessment of application

| Assessment |           |           |
|------------|-----------|-----------|
| (a)        | Interview | Mandatory |

#### V. Enquiry and nomination submission channel

- (a) Enquiries from schools / students on the programme can be addressed to:

Name: Miss Karine WONG

Post title: Clerical Officer II

Telephone: 3442 7876

Email: mktdept @cityu.edu.hk

- (b) Nominations from school principals should be submitted via:

Online system under Special Consideration / Admission Schemes

(URL link: <https://www.cityu.edu.hk/admo/admissions/jupas-admission>)