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

I. Programme information

(a)	University	The University of Hong Kong
(b)	Programme	Bachelor of Science in Marketing Analytics and Technology
(c)	JUPAS programme code	JS6846
(d)	Programme duration	4 years

II. Programme admission requirements

	Admission requirements	
(a)	Predicted grade of 23 points# or above in the five best HKDSE results obtained in any Category A subjects and Mathematics Extended Part (Module 1 or 2) # Conversion of levels to scores (Category A): 5**=8.5, 5*=7, 5=5.5, 4=4, 3=3, 2=2, 1=1, Others=0	Mandatory
(b)	Predicted grade of level 4 or above in English Language of HKDSE Examination	
(c)	Predicted grade of level 3 or above in Mathematics (Compulsory Part) of HKDSE Examination	
(d)	Predicted grade of level 3 or above in one of the following subjects of HKDSE Examination: Biology, Business, Accounting and Financial Studies (Accounting or Business Management Module), Chemistry, Economics, Information and Communication Technology, or Physics	
(e)	Nominees should have other experiences and achievements in competitions / activities (OEA) at national or international level.	Preferred

III. Application requirements

	Application requirements	
(a)	**JUPAS application**	
(i)	Band A choice in nominee's JUPAS application	Mandatory
(ii)	Submission of Other Experiences and Achievements in Competition / Activities (OEA)	Preferred
(iii)	Submission of Student Learning Profile (SLP)	
(b)	**Other application materials**	
(i)	Nominees should submit their school reports from Secondary 4 up to the latest term in Secondary 6.	Mandatory

(ii)	School's assessment on the predicted HKDSE grades	

IV. Assessment of application

	Assessment	
	Assessment	
(a)	Interview	Mandatory

V. Enquiry and nomination submission channel

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

Website: https://admissions.hku.hk/contact-us

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

Online system (URL link: https://admissions.hku.hk/sndas)