

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2027/28 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		
(a) JUPAS application		
(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) Other application materials		
(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>)