

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2027/28 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 24 points [#] or above in the five best HKDSE results obtained in Category A subjects and/or Mathematics Extended Part (Module 1 and 2) [#] For conversion of levels to scores, please refer to our website at https://admissions.hku.hk/apply/jupas#admissions-standards	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	
(iii)	A recommendation/reference letter from the School	

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:

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>)