The School of Professional and Continuing Education (HKU SPACE) is the Extension Arm of the University of Hong Kong. As a leading local provider in continuing education, it fulfils its mission through providing learning opportunities for personal, professional and career advancement to people from all walks of life. Enrolments since 1956 have exceeded 2 million and our annual enrolment now exceeds 100,000 each year. In 2008/09 this was equivalent to over 21,000 full-time students. The School offers timely and relevant courses that meet society’s needs to upgrade education and skills for the knowledge economy.

The Hong Kong Institute of Marketing (HKIM)

The Hong Kong Institute of Marketing (HKIM) is an independent professional organization in Hong Kong dedicated to promoting marketing as a philosophy of business, enhancing personal and professional development of members, and advancing Hong Kong as a leading centre of marketing excellence in the Asia Pacific region.

Since its establishment in 1982, the Hong Kong Institute of Marketing (HKIM) has been active in the development of Hong Kong’s marketing skills; as a representative for marketing professionals at all levels of business; as a monitor of standards and ethics and as a training and education resource.
Professional Certificate in Marketing
Professional Diploma in Marketing
Graduate Diploma in Marketing (Services)

PROGRAMME AIMS AND OBJECTIVES

HKU SPACE is collaborating with the HKIM in jointly offering the Professional Certificate in Marketing, Professional Diploma in Marketing and Graduate Diploma in Marketing (Services) programmes in Hong Kong. They are introduced to provide students with a more relevant and appropriate curriculum and course structure to prepare them to succeed in the local, national, and international marketplace.

The aims and objectives of the programmes are:
- To provide students with a solid foundation in the academic discipline of marketing;
- To provide an integrated programme of studies which reflects the needs of the marketing profession;
- To enable graduates to develop the requisite knowledge, problem-solving and analytical skills for a professional career in marketing.

TEACHING MODE

Teaching will be face-to-face and supplemented by lecture notes, case studies and class discussions. Teaching materials will normally be in English. Classes will generally be held on two weekday evenings (7:00 – 10:00 p.m.) and/or weekend (2:30 – 5:30 p.m.), and may be scheduled on public holidays, if necessary. Make-up classes will be scheduled on Saturdays, when necessary.

ENTRY REQUIREMENTS

Professional Diploma in Marketing

To qualify for admission to **Level One** of the programme, applicants must have:
- 2 passes of "A" level or equivalent; or
- 5 passes at HKCEE, including Grade E in English (Syllabus B) or Level 2 in English or equivalent, and 2 years’ full time relevant experience or
- aged 21 or above with no less than 3 years’ relevant experience.

To qualify for admission to **Level Two** of the programme, applicants must have:
- a recognised degree; or
- a Professional Certificate in Marketing issued by HKIM/HKU SPACE or equivalent.

Graduate Diploma in Marketing (Services)

To qualify for admission to the Graduate Diploma programme, applicants must have:
- a recognised degree in marketing or business related areas; or
- a Professional Diploma in Marketing issued by HKIM/HKU SPACE or equivalent.
The Professional Diploma in Marketing programme comprises two levels of studies with a total of 10 modules that may be completed within two years of part-time studies.

**Professional Diploma in Marketing**

**Level One**
- Fundamentals of Marketing
- Economics
- Business Law
- Quantitative Analysis for Marketing
- Information Technology in Marketing
- Accounting & Finance #

**Exit with a Professional Certificate in Marketing**

**Professional Diploma in Marketing**

**Level Two**
- Marketing Management #
- Consumer Behaviour
- Services Marketing
- Selling & Sales Management

**Meet education requirement for Associate Membership of HKIM**

**Graduate Diploma in Marketing (Services) #**
- Strategic Marketing in China
- Current Issues in Services
- Marketing and Information Management
- Marketing Services in Hong Kong and China

**Graduate with three years marketing experience is entitled to Full Membership of HKIM**

# CEF reimbursable course/programme

**CEF** : The Accounting & Finance module (CEF Course Code: 23Z00917-1), the Marketing Management module (CEF Course Code: 21Z02581-3) and the Graduate Diploma in Marketing (Services) programme (CEF Course Code: 21G00003-A) have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes. Eligible applicants will be reimbursed 80% of their tuition fees, subject to a maximum sum of HK$10,000. Please refer to http://www.info.gov.hk/sfaa/cef/ for further details on CEF.
HKIM QUALIFICATIONS – ARTICULATION ROUTES

Full Member of HKIM*

HKIM/HKU SPACE
Professional Diploma in Marketing (Level 1)

HKIM/HKU SPACE
Professional Diploma in Marketing (Level 2)

HKIM/HKU SPACE
Graduate Diploma in Marketing (Services)

MSc in Tourism Marketing/
MSc in Retail Management
HKU SPACE &
University of Surrey, UK

MSc in Marketing
HKU SPACE &
Edinburgh Napier University

Bachelor of Commerce
(Marketing / Marketing &
Advertising)
HKU SPACE &
Curtin University of Technology,
Australia

MSc in Marketing
HKU SPACE &
Edinburgh Napier University

MSc in Tourism Marketing/
MSc in Retail Management
HKU SPACE &
University of Surrey, UK

YOU ARE HERE

YOU ARE HERE

YOU ARE HERE

Eligible to apply
Direct entry

*subject to 3 years’ of professional experience
#2 years’ of continuing professional development
**COURSE FEES**

The fee schedule for the 2010/2011 academic year is as follows:

- Professional Diploma in Marketing (Level 1)  HK$2,650 per module
- Professional Diploma in Marketing (Level 2)  HK$3,480 per module
- Graduate Diploma in Marketing (Services)  HK$4,020 per module

All fees paid are **NOT** refundable and **NOT** transferable, unless a course is over-subscribed or cancelled. Please note that the fees quoted above apply only to modules studied in the 2010/2011 academic year and they will be subject to annual revision. Separate fees will be payable for late enrolment, sitting supplementary examination and application for exemption for each course of study.

**ASSESSMENTS**

Assessment for each module will be based on a combination of course work, including assignments, projects and the final examination. Performance in the examination and course work will respectively count for 75% and 25% of the final grade. Assessment and examinations will be conducted in English. The overall pass mark is 50%.

**AWARDS AND GRADUATION REQUIREMENT**

To qualify for the **HKIM/HKU SPACE Professional Certificate in Marketing**, students must successfully complete the following components for the six compulsory modules within a maximum period of two years (i.e. 6 terms) from the date of registration.

(i) COMPLETE the prescribed course assignments;
(ii) PASS the examination; and
(iii) ATTAIN satisfactory attendance 70% at lectures

To qualify for the **HKIM/HKU SPACE Professional Diploma in Marketing**, students must successfully complete the following components for the four compulsory modules within a maximum period of two years (i.e. 6 terms) from the date of registration.

(i) COMPLETE the prescribed course assignments;
(ii) PASS the examination; and
(iii) ATTAIN satisfactory attendance 70% at lectures

To qualify for the **HKIM/HKU SPACE Graduate Diploma in Marketing (Services)**, students must successfully complete the following components for the four compulsory modules within a maximum period of two years (i.e. 6 terms) from the date of registration.

(i) COMPLETE the prescribed course assignments;
(ii) PASS the examination; and
(iii) ATTAIN satisfactory attendance 70% at lectures
PROFESSIONAL / ACADEMIC RECOGNITION

Graduates of **HKIM/HKU SPACE Professional Diploma in Marketing** will:
(i) automatically be an affiliate member of HKIM
(ii) may apply for the **HKIM/HKU SPACE Graduate Diploma in Marketing (Services)**;
(iii) may apply for the Curtin’s Bachelor of Commerce (Marketing / Marketing & Advertising) programmes with exemption from all first year units.

Graduates of **HKIM/HKU SPACE Graduate Diploma in Marketing (Services)** will:
(i) have met the educational requirements for Full Membership of HKIM
(ii) may apply for the University of Surrey’s MSc in Retail Management or MSc in Tourism Marketing programme;
(iii) may apply for the Napier’s Master of Science in Marketing programme;
(iv) may apply for the Curtin’s Bachelor of Commerce (Marketing / Marketing & Advertising) programmes with exemption from all first year units.

PROGRAMME TEAM AND CONTACT DETAILS

**HKU SPACE**
Programme Leader : Dr Sangeeta Narwani
and Director : DBA Newcastle; MBA Leicester; H Dip HKPolyU; Chartered Marketer; MCIM; MHKIM; MAM
Programme Manager : Ms Vivian Lai
MSocSc CUHK; BA HK; Chartered Marketer; MCIM
Address : HKIM Marketing Programme
College of Business and Finance
HKU SPACE
34/F, United Centre
95 Queensway, Hong Kong
Tel : 2867 8326
Fax : 2861 0278
Email : hkim@hkuspace.hku.hk
Website : [http://hkuspace.hku.hk/cbf/](http://hkuspace.hku.hk/cbf/)

**HKIM**
Programme Leader : Mr Ernest Ngai
Chairperson, Education Committee, Hong Kong Institute of Marketing
Address : Hong Kong Institute of Marketing
3/F, 88 Commercial Building
28-34 wing Lok Street
Sheung Wan, Hong Kong
Tel : 2881 6682
Fax : 2881 6057
Email : enquiry@hkim.org.hk

PROGRAMME SUMMARY SCHEDULE (TENTATIVE)

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<th><strong>Sep 2010 Term</strong></th>
<th><strong>Jan 2011 Term</strong></th>
<th><strong>May 2011 Term</strong></th>
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<tbody>
<tr>
<td>Application Closing Date:</td>
<td>1st August 2010</td>
<td>1st December 2010</td>
<td>1st April 2011</td>
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APPLICATION PROCEDURES

All applicants are required to first complete the HKU SPACE Application Form with a cheque (payable to HKU SPACE) for a non-refundable application processing fee of HK$150. Your application must include documentary evidence of all credentials whether academic or work reference and other supporting documents.

As a check-list, an application package for submission must include the followings:

- Originals and one set of photocopy of all academic/professional certificates and transcripts of marks obtained;
- Testimonials or other documentary proof of working experience;
- Duly completed application and enrolment forms;
- A non-refundable crossed cheque of HK$150 payable to HKU SPACE as the application processing fee;
- A refundable crossed cheque payable to HKU SPACE as the course fees for two modules in the first term. This is refundable if the application is not successful.

Please submit your application to one of our enrolment centers listed in the addresses below.

HKU SPACE Enrolment Centres

i. HKU SPACE Admiralty Learning Centre
   3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
   Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
   Telephone: 3761 1111    Fax: 2559 4666

ii. HKU SPACE HKU Campus
    Room 304, 3/F, T.T. Tsui Bldg, The University of Hong Kong, Pokfulam Road, Hong Kong
    Weekdays: 8:30 a.m. to 6:00 p.m., Saturdays: Closed
    Telephone: 2975 5680    Fax: 2546 3538

iii. HKU SPACE Fortress Tower Learning Centre
    14/F., Fortress Tower, 250 King's Road, North Point, Hong Kong (Exit B, Fortress Hill MTR Station)
    Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: Closed
    Telephone: 3762 0888    Fax: 2508 9349

iv. HKU SPACE Kowloon West Campus
    G/F, 38 - 46 Nassau Street, Mei Foo Sun Chuen, Mei Foo, Kowloon (Exit B, Mei Foo MTR Station)
    Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
    Telephone: 3762 4000    Fax: 2302 1609

v. HKU SPACE Island East Campus
    2/F, 494 King’s Road, North Point, Hong Kong (Exit B3, North Point MTR Station)
    Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
    Telephone: 3762 0000    Fax: 2214 9493

vi. HKU SPACE Kowloon East Campus
    1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station)
    Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
    Telephone: 3762 2222    Fax: 2305 5070

vii. HKU SPACE Po Leung Kuk Community College (HPCC) Campus
    1/F, HPCC Campus, 66 Leighton Road, Causeway Bay, H.K.
    Weekdays: 9:00 a.m. to 5:30 p.m., Saturdays: Closed
    Telephone: 3923 7171    Fax: 3923 7188
GENERAL INFORMATION

(1) Classes may also be held on public holidays.

(2) No class will be held:
   (a) if Typhoon Signal No. 8 or above is hoisted;
   (b) if a Black Rainstorm Warning is in force.

(3) If the Typhoon Signal No. 8 or Black Rainstorm Warning is in force after 6:00 a.m., morning classes and examinations that start before 2:00 p.m. will be cancelled. If Typhoon Signal No. 8 or Black Rainstorm Warning is in force after 11:00 a.m., afternoon classes and examinations that start between 2:00 p.m. & 6:00 p.m. will be cancelled. If Typhoon Signal No. 8 or Black Rainstorm Warning is in force after 3:00 p.m., evening classes and examinations starting from 6:00 p.m. will be cancelled.

(4) When Typhoon Signal No. 8 or above is hoisted, classes that have already started will be immediately suspended. However, examinations that have already started will be continued until the end of that examination session unless the examination venue is found to be of potential risk to candidates. When the Black Rainstorm Signal is in force, classes and examinations that have already started will be continued. However, all outdoor activities will be suspended.

(5) Unless a course is over-subscribed or cancelled, the following fees are not refundable: course fees, fees for re-sitting examinations, re-submitting course work, repeating studies and applications for exemptions.

(6) Fees and places allocated on courses are not transferable. Fees quoted in this brochure apply only to the sessions of studies specified within the brochure and may be subject to revisions even after admission onto this programme.

(7) The School reserves the right to change the time and place of course meetings and to change the course tutor should this be necessary.

(8) The Director of SPACE may exclude a student from class if his behaviour disturbs the class or if he does not follow instructions in class or as laid down by SPACE. Eating, drinking and smoking are not allowed in class and within the School Centres. The Director of SPACE has authority for School disciplinary policies on examination matters.

(9) While every effort is taken to ensure accuracy, please note that the information contained in this brochure may be subject to changes without notice.

(10) The Director of SPACE may at his discretion refuse to admit an applicant.

There will be staff checking the attendance against receipts. Students who cannot produce the original course fee receipt will not be allowed to enter the lecture room.
MODULE OUTLINES

Professional Diploma in Marketing - Level 1

Fundamentals of Marketing
- To provide an overview of major marketing concepts and to gain an understanding of the development of marketing and its changing role in organizations.
- To provide an awareness of the marketing mix and importance of synergy in achieving impact.
- To introduce basic concepts of planning, implementation and control in the management of marketing activity.

Economics
- To show the relationship between economics and marketing by introducing and applying the principles and concepts developed in economics. The value and relevance of economics will be shown to marketing activities and business functions.
- To provide an underpinning of the models and principles of demand, supply, customer choice, against a background and of a changing economic environment.
- To give an insight into the dynamics of the business environment, including macro economic policy and the international environment.

Business Law
- To provide a basic understanding of the legal framework of business, in common law jurisdictions
- To provide familiarity with legal concepts that are relevant to marketing
- To be aware of legal developments and trends that will impact marketing activities

Quantitative Analysis for Marketing
- To provide an understanding of quantitative methods and their applications in marketing.
- To provide a foundation for the application of analytical methods in marketing information / database systems.

Information Technology in Marketing
- To provide an understanding of information systems and technology in the business environment;
- To provide an understanding of the basic computer concepts and terminology associated with computer applications and information technology;
- To give an overview of the power and applications of Internet and computer networks.

Accounting & Finance
- To provide an overview of fundamental accounting and financial concepts that are relevant to marketing management decision-making.
- To provide an understanding of how financial statements are prepared for external reporting and for internal management use in planning, control and decision-making.

Professional Diploma in Marketing - Level 2

Marketing Management
- To ensure that participants become familiar with all the aspects of marketing planning and control of the marketing management function
- To be able to use the tools of analysis and decision making in the preparation of marketing plans
- To appreciate the need to design marketing mixes to achieve specific strategic and tactical objectives
Consumer Behaviour
- To provide an understanding of the customer buying process and determinants of consumer choice
- To provide an understanding of the determinants of and importance of customer satisfaction
- To ensure that participants are aware of customer motivation and attitude research, and the implications of marketing management.

Services Marketing
- To provide an overview of service industries and the particular characteristics that distinguishes them from producers of goods
- To show the role of marketing and its facets in applying to services
- To show the application of a broader range of concepts; marketing, its integration with operations and human resources management in the services context - the extra P's of services marketing
- To provide an understanding of customer satisfaction, and measurement of service quality

Selling & Sales Management
- To show the role that the sales force and sales managers have within the broad framework of marketing
- To show the importance that good planning, organization and management of the sales force has on the overall performance of an organization
- To appreciate the importance of human resource management and interpersonal relations in managing and motivating sales personnel
- To distinguish and show how good sales practice works
- To ensure an understanding of the process of selling

Graduate Diploma in Marketing (Services)

Strategic Marketing in China
- To provide an understanding of the nature of China markets and their distinguishing features.
- To provide an appreciation of the cultural, political, legal and social systems of Greater China.
- To provide a framework for understanding and conducting business in the region
- To understand the relationship between Hong Kong's system and those of other China communities

Current Issues in Services
- To develop and assess marketing strategies for service-related sectors. Students will learn about the core marketing theories and concepts such as consumer behaviour, market segmentation and positioning, marketing mix and critically apply them to various service sectors.
- To provide exposure to the current issues within the service sector by focusing on specific service industries in Hong Kong and China. These industries include telecommunications, tourism and hospitality, retail, logistics and banking and financial services.

Marketing and Information Management
- To equip marketing professionals with the necessary knowledge and skills to manage information technology and corporate databases for the benefit of meeting customers’ and corporate needs;
- To provide an understanding of capturing, collecting, processing and transformation of marketing data into marketing information and marketing knowledge for effective marketing decision making:

Marketing Services in Hong Kong and China
- To introduce learners to current theories, principles and frameworks used in the formulation of promotional strategy.
- To introduce learners to current analyses and strategies of promotion management and actively apply them to the Chinese marketplace.