

Postgraduate Diploma in

Corporate Branding and Event Management



MK066A

The programme aims to meet the continuing education and professional development needs of those who are currently working in corporate branding and/or event management or those who have aspirations in these areas. The programme provides students with core corporate branding and event management concepts as well as knowledge in effective marketing communications and public relations. A broad and holistic view will be given to students with practical techniques and tools to achieve the goals and objectives of corporate's brand and event management.

Programme Structure

To receive the award of Postgraduate Diploma in Corporate Branding and Event Management, students are required to complete the following 6 modules.

1. Strategic Marketing and Public Relations
2. Event Design and Production : Creating a sensory and engaging event experience
3. Integrated Marketing and Brand Communications
4. Digital Reputation Management
5. Corporate Event Management
6. Event Sponsorship and Partnership

Assessment for all modules is based on continuous assessment and / or final examination. The continuous assessment includes quizzes, written assignments (paper, essay, or report), group project, and/or presentation. The overall passing mark is 50%.

Course Fee

Application Fee: HK\$150(non-refundable)

Course Fee: HK\$4,700 – HK\$5,200 per module

All fees are subject to change without prior notice.

Entry Requirement

Applicants should have:

- A bachelor's degree awarded by a recognized institution; OR
- A professional qualification in a relevant discipline and 3 years of full-time work experience at senior managerial level in related industries.

AND

- A good command of English

Programme Delivery

Three terms every year commencing July, November and March.

Duration: 12 months to 24 months

Time*: Weekdays (7 - 10 pm) and occasional
Weekends (10:00am – 1:00pm or 2:30 - 5:30 pm)

*The schedule is subject to change when necessary

When

JUL, NOV, MAR

Where

HKU SPACE Learning Centres

The schedule is subject to change when necessary.

HK\$29,200

Application Procedure

All applicants are required to submit:

1. Completed application form
2. Application fee of HK\$150 (non-refundable)
3. ONE set of all the following documents
 - Certified true copies of full educational certificates and transcripts
 - Original/ Certified true copies of testimonials or other documentary proof of the applicant's working experience
 - Photocopy of HK Identity Card

Application Deadline

Mid-October for November Intake
Mid-February for March Intake
Mid-June for July Intake

Programme Enquiries

For more programme details, please visit

<https://hkuspace.hku.hk/prog/postgrad-dip-in-strategic-branding-and-digital-reputation-management>

Tel: 2867 8315

Email: pgdip.marketing@hkuspace.hku.hk



Enrolment Centres

Admiralty Learning Centre [ADC]

- 📍 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
- ☎ 3761 1111

Fortress Tower Learning Centre [FTC]

- 📍 1/F, Fortress Tower, 250 King's Road, North Point, Hong Kong (Exit B, Fortress Hill MTR Station)
- ☎ 3762 0888

HPSHCC Campus [HPSHCC]

- 📍 1/F, HPSHCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong
- ☎ 3923 7171

Island East Campus [IEC]

- 📍 2/F, 494 King's Road, North Point, Hong Kong (Exit B3, North Point MTR Station)
- ☎ 3762 0000

HKU Campus [HKUC]

- 📍 3/F, T.T.Tsui Bldg, The University of Hong Kong Pokfulam Road, Hong Kong
- ☎ 2975 5680

Kowloon East Campus [KEC]

- 📍 1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station)
- ☎ 3762 2222