

## Postgraduate Diploma in

# Strategic Branding and Digital Reputation Management

### MK065A



*This programme aims to equip students with the credentials and expertise that prepare them for a variety of career in the brand management and public relations sectors. The programme provides the knowledge, international perspective and managerial skills in marketing communications, public relations, reputation management, corporate event management and corporate branding. A broad and holistic view will be given to students with practical techniques and tools to achieve the goals and objectives of strategic branding and digital reputation management.*

#### Programme Structure

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

1. Strategic Brand Management
2. Creative Branding and Innovation
3. Integrated Marketing and Brand Communications
4. Digital Reputation Management
5. Corporate Event Management
6. Brand Community and Tribal Marketing

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\$4,500 – HK\$5,000 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 (2:30 - 5:30 pm)

\*The schedule is subject to change when necessary

Postgraduate Diploma in  
Strategic Branding and Digital Reputation Management

When

**JUL, NOV, MAR**

Where

**HKU SPACE Learning Centres**

The schedule is subject to change when necessary.

**HK\$28,000**

**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

Fax: 2861 0278

Email: [pgdip.marketing@hkuspace.hku.hk](mailto: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]**

14/F, Fortress Tower, 250 King's  
Road., North Point, Hong Kong  
(Exit B, Fortress Hill MTR Station)  
3762 0888

**HPSHCC Campus  
[HPSHCC]**

1/F, HPCC 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

**Kowloon West Campus  
[KWC]**

38-46, Nassau Street, Mei Foo  
Sun Chuen (Phase 6), Kowloon  
(Exit B, Kowloon Bay MTR Station)  
3762 4000