

## Executive Certificate in Growth Hacking and Data-Informed Marketing EP119A



The programme aims to enhance the concepts and skills for modern marketers who wish to improve their job performance. Participants will learn the concepts and tools of digital marketing, understand the successful cases in growth hacking marketing, and employ digital growth tools to maximize marketing performance.

### Programme Structure

- The programme will be taught in part-time face-to-face mode
- It consists of 30 hours of lectures/workshops and group presentation on weekday evenings
- Lecturer will use real case studies for discussion and analysis
- Learning experience will be further enhanced by requiring students to complete a group project

### Course Fee

Standard :	HK\$7,000
Early Bird Rate:	HK\$6,500
Alumni Rate:	HK\$6,500
All fees are subject to change without prior notice	

### Entry Requirement

Applicants shall hold:

- a bachelor's degree awarded by a recognized university or equivalent; or
- an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
- relevant professional qualifications (e.g. sales, marketing, digital marketing, and social media marketing).

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

### Programme Delivery

Duration: 2 months

Venue: HKU SPACE Learning Centre  
(Hong Kong Island)

## Executive Certificate in Growth Hacking and Data-Informed Marketing

### On completion of the programme, students should be able to

1. apply the growth hacker mindset in marketing;
2. develop a map for organization's digital presence;
3. devise a data strategy for digital interactions; and
4. apply the digital marketing tools in attracting and retaining customers.

#### Application Procedure

Completed the application form (SF26) and submit it with one set of the following documents together with application fee HK\$150 to any of the HKUSPACE enrollment centres.

- Certified true copies\* of full educational certificates and transcripts:
- Photocopy of Hong Kong Identity Card

\*Certified true copies: Original certificates and transcripts together with the copies are required to be presented to any of HKU SPACE enrollment centres for verification.

#### Programme Enquiries

For further programme details, please visit:  
<https://hkuspace.hku.hk/prog/exe-cert-in-growth-hacking-and-data-informed-marketing>

Tel: 2867 8315 / 2867 8313

Email: [elsa.tam@hkuspace.hku.hk](mailto:elsa.tam@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, 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