



HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

MARKETING

Advanced Diploma Series in Marketing

Advanced Diploma in **Marketing**

Advanced Diploma in **Marketing and Brand Management**

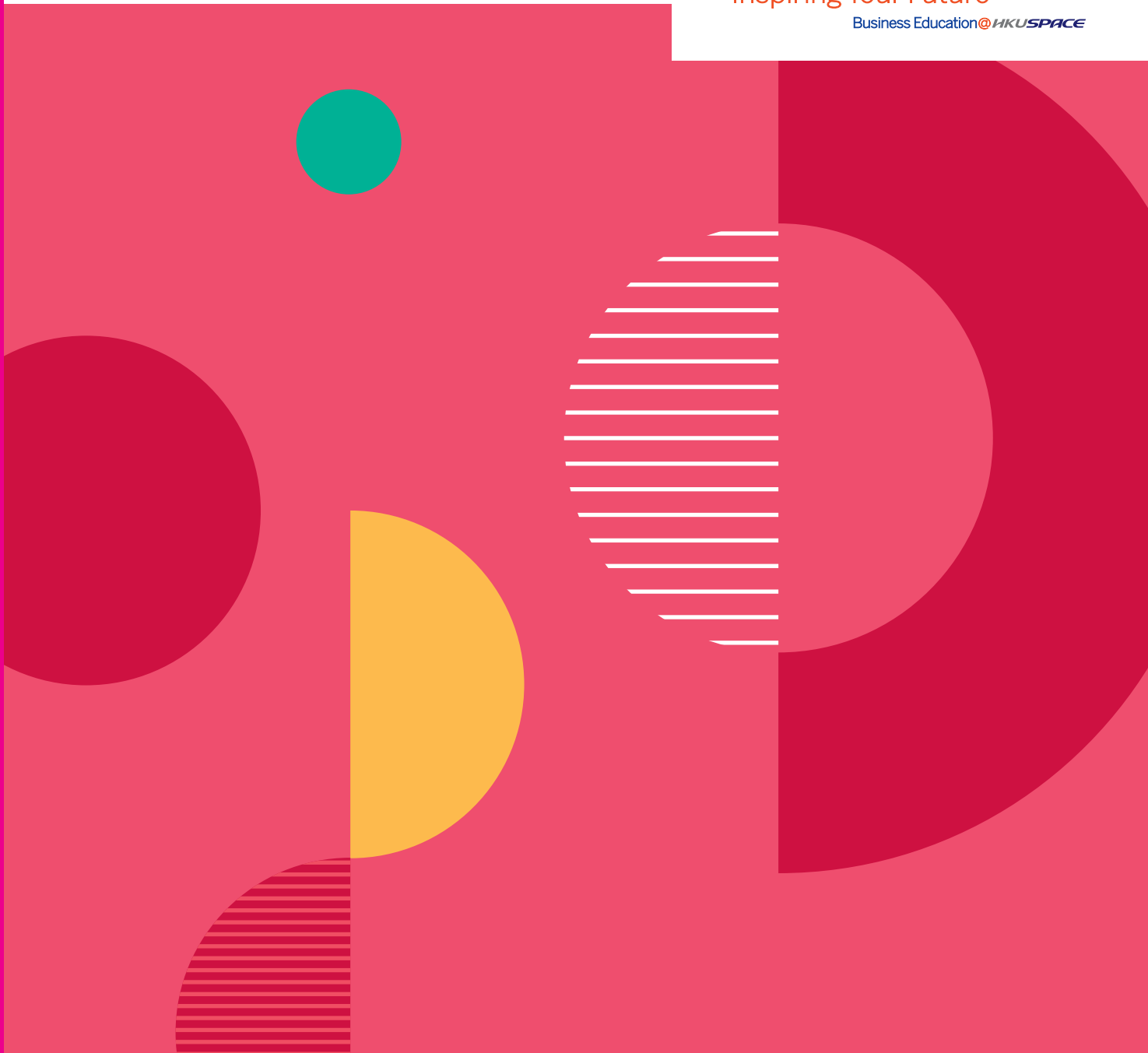
Advanced Diploma in **Marketing and Retail Management**

Advanced Diploma in **Digital and Social Media Marketing**

Advanced Diploma in **Marketing and Public Relations**

Inspiring Your Future

Business Education @ **HKUSPACE**



Advanced Diploma in Marketing

Programme Objectives

- Equip students with **contemporary marketing knowledge** that enables them to play strategic role in marketing.
- Improve students' **employability and competitiveness** in career market.
- Covers practical marketing knowledge in the areas of **digital / social media marketing, brand management, retailing and marketing**.
- Prepare students for career advancement and **higher education** at degree level.



QF Level : 4
QR Registration No. : 09/001365/4
QR Registration Validity Period : 01 Feb 2009 - on-going

Programme Structure

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.

Duration

Minimum 20 months.

Advanced Diploma in Marketing and Brand Management

Programme Objectives

- Provide a firm foundation to equip students with knowledge and skills in **developing brand strategies and managing brands, product management, marketing management, advertising, and marketing communications** in a multi-cultural market environment.
- Sharpen students marketing knowledge in **brand building and management, customer loyalty, manage customer brand experience** through effective marketing communication through both digital and social media marketing as well as advertising and promotions.
- Prepare students for **higher education** at degree level and career advancement in brand management in competitive market environment.



QF Level : 4
QR Registration No. : 09/001365/4
QR Registration Validity Period : 01 Feb 2009 - on-going

Programme Structure

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.

Duration

Minimum 20 months.

Advanced Diploma in Marketing and Retail Management

Programme Objectives

- Equip students with new retail management knowledge and skills for **multichannel retailing through in-store, online and mobile retailing**, etc
- Cover the whole retail management process which includes **multichannel retailing, customer relationship, supply chain management, merchandising and inventory control, information systems in retail operations, retailing staff management, store layout and merchandise presentation**, and the integration of different functional areas.
- Train up students with the knowledge and skills required for further **career advancement** in the competitive retailing business and pave way for **higher education in degree level**.

Programme Structure

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.



QF Level : 4
QR Registration No. : 09/001365/4
QR Registration Validity Period : 01 Feb 2009 - on-going

Duration

Minimum 20 months.

Advanced Diploma in Digital and Social Media Marketing

Programme Objectives

- Equip students with the latest marketing knowledge and practices in **digital, social media, mobile marketing, search engine optimization (SEO), search engine marketing (SEM), content and video marketing, market analytics**, etc.
- Acquire a basic understanding of **digital and social media marketing theories**.
- Enable students to apply the knowledge to day-to-day digital marketing operations at work.
- Prepare students for **further education at degree level** as well as **career advancement** in digital and social media marketing.

Programme Structure

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.



QF Level : 4
QR Registration No. : 15/003663/L4
QR Registration Validity Period : 17 Dec 2015 - on-going

Duration

Minimum 20 months.

Advanced Diploma in Marketing and Public Relations

Programme Objectives

- Provide students with **basic public relations knowledge** together with **digital communication and social media marketing knowledge and skills for public relations operations**.
- Enable students to handle day-to-day operations in PR and publicity and **to achieve new PR targets in online reputation management, content amplification, electronic media word-of-mouth, and data-driven public relations, etc.**
- Prepare students for **further education** as well as **career advancement** in the marketing and public relations.

Programme Structure

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.



QF Level : 4
QR Registration No. : 18/000004/L4
QR Registration Validity Period : 01/01/2018 - on-going

Duration

Minimum 20 months.

Entry Requirements

Applicants should:

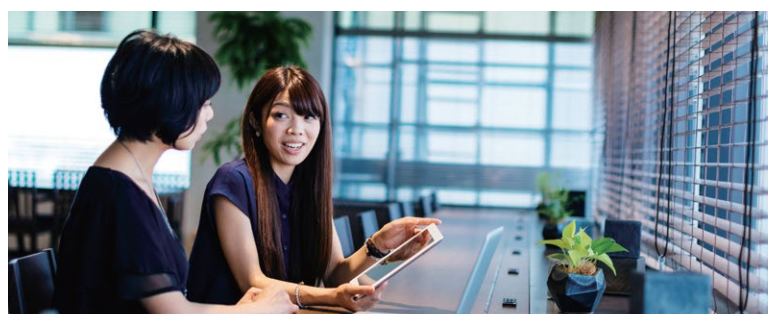
- have gained in the HKALE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 1 subject, and have 2 years of relevant work experience; or
- have gained in the HKCEE Grade E in 4 subjects, and Level 2 in English Language, and have 2 years of relevant work experience; or
- have gained in the HKDSE Examination Level 2 in 5 subjects including English; or
- hold a certificate in the marketing, business or related discipline; or
- be aged at least 21 with 3 years of relevant work experience.

Programme Structure






















- 3 Terms a year (July, November, March)

Fee

- Application Fee: \$150, non-refundable
- Course Fee: \$3,950 per module



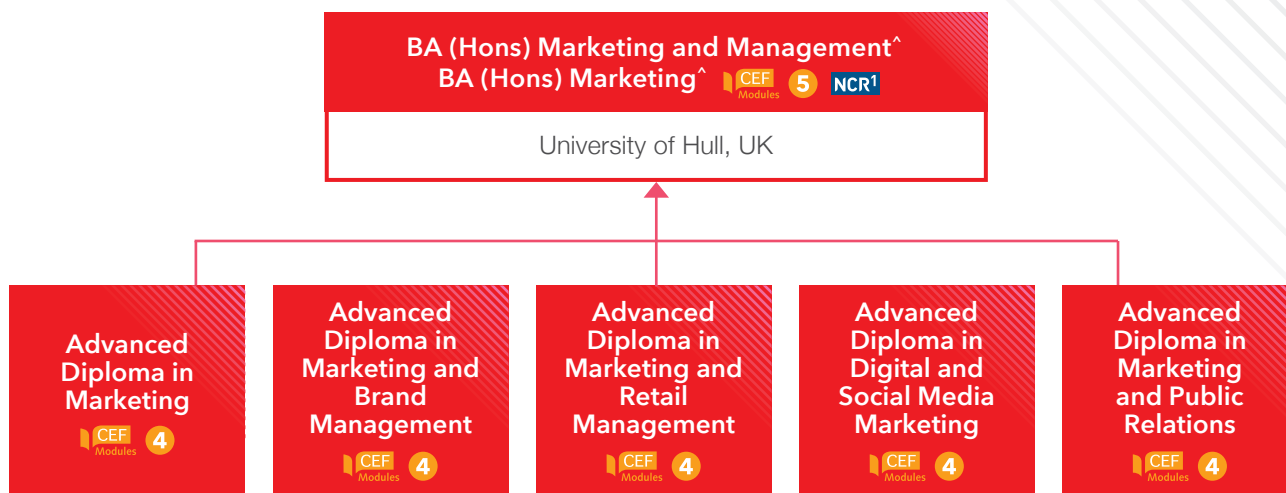
Programme Structure

	Advanced Diploma in Marketing 	Advanced Diploma in Marketing and Brand Management 	Advanced Diploma in Marketing and Retail Management 	Advanced Diploma in Digital and Social Media Marketing 	Advanced Diploma in Marketing and Public Relations 
Seven Common modules	Principles of Marketing 				
	Services Marketing 				
	Essentials of Accounting 				
	Consumer Behaviour 				
	Multichannel Marketing Communications 				
	Introduction to Management				
	Marketing Research and Information				
Two Specialism modules	Marketing Planning 	Introduction to Branding 	Retail Management and Operations 	Social Media Marketing	Introduction to Public Relations 
	Selling and Sales Management 	Brand Management 	Strategic Retail Marketing 	Digital Marketing Planning and Analytics 	Public Relations Planning
One Elective module	Business Communication 				
	Integrated Brand Communications				
	Business Law 				
	Business Economics 				



Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund
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Articulation Chart



^ These are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.