

Professional Certificate in Marketing Professional Diploma in Marketing

MK036A / MK037A

Inspiring Your Future

Business Education @ **HKUSPACE**



ABOUT THE PROGRAMME

Programme Structure

The Professional Diploma in Marketing Programme is developed for individuals who want to equip with strategic understanding of core marketing knowledge and their applications. You will learn how to enhance brand experience and customer engagement through the analysis of market trend and customer journey, effective planning in multichannel marketing communications via integration of digital marketing, social

media, conventional marketing promotion tools, and social selling techniques, etc. to uplift the effectiveness in marketing and selling effort in the highly competitive business environment. For those who come from non-marketing background but have to take up marketing responsibilities in their jobs, this programme will help you build up a solid foundation in marketing and turn your practical experience into tangible marketing qualifications.

The Professional Certificate in Marketing consists of the following three courses:

Professional Certificate in Marketing

1. Principles of Marketing
2. Business Economics
3. Selling and Sales Management

The Professional Diploma in Marketing consists of the following six courses:

Professional Diploma in Marketing

1. Marketing Management
2. Consumer Behaviour
3. Multichannel Marketing Communications
4. Digital and Social Media Marketing
5. Public Relations and Event Marketing
6. Professional Selling and Sales Management

The programme structure and contact hours may be changed without prior notice.



Awards

Upon successful completion of the above programmes, students will receive the following awards:

Registered Programme of Study	Award by HKU SPACE*
Professional Certificate in Marketing	Professional Certificate in Marketing
Professional Diploma in Marketing	Professional Diploma in Marketing

*These awards are conferred within the HKU system through HKU SPACE.

Assessment

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 60% and 40% of the final grade. Assessment and examinations will be conducted in English. The overall pass mark is 50.

Professional Recognition and Articulation

Graduates of Professional Certificate in Marketing are eligible for direct entry to Professional Diploma in Marketing.

Graduates of **Professional Diploma in Marketing** may apply for the University of Hull's BA (Hons) Marketing and Management/Marketing programmes[#] with exemption from 8 modules.

HKU SPACE will endeavour to ensure the curriculum is validated and receives the maximum recognition in professional status by overseas tertiary institutions and overseas professional marketing institutions.

Graduates of Professional Diploma in Marketing are eligible to apply for Hong Kong Institute of Marketing (HKIM) associate membership or full membership if they have a minimum of 3 years relevant experience.

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


MODE OF DELIVERY


All modules will be delivered via the face-to-face by HKU SPACE lecturers. The programmes are offered three times a year in July (Term 1), November (Term 2) and March (Term 3). Examinations will be held at the end of each term.

Programme Mode	: Part-time
Medium of Instruction	: English
Duration of Programme	: Professional Certificate in Marketing (8 months) Professional Diploma in Marketing (1 year)

TUITION FEE

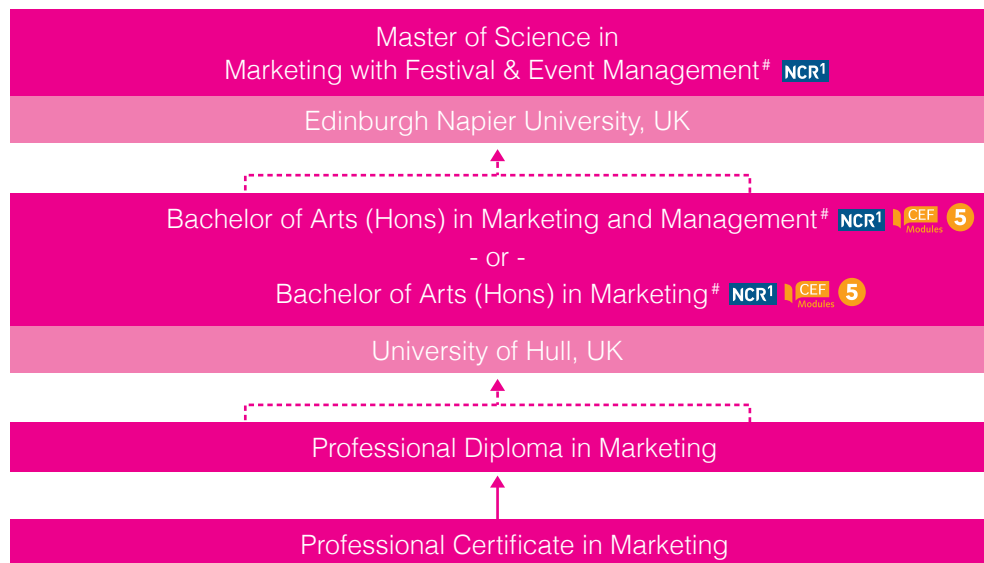
Professional Certificate in Marketing 	Fee per course
Principles of Marketing	HK\$ 3,950
Business Economics	HK\$ 3,950
Selling and Sales Management	HK\$ 2,500
Professional Diploma in Marketing 	
Consumer Behaviour	HK\$ 3,950
Multichannel Marketing Communications	HK\$ 3,950
Marketing Management	HK\$ 3,400
Digital & Social Media Marketing	HK\$ 3,400
Public Relations and Event Marketing	HK\$ 3,950
Professional Selling and Sales Management	HK\$ 3,950

 This course has been included in the list of reimbursable courses under the Continuing Education Fund

 This course is recognised under the Qualifications Framework (QF Level [4])


* All fees are subject to change without prior notice.


All fees paid are NOT refundable and NOT transferable, unless a course is over-subscribed or cancelled. Separate fees will be payable for late enrolment, sitting supplementary examination and application for exemption for each course of study.



--- Eligible to apply

— Direct entry

 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

 This course has been included in the list of reimbursable courses under the Continuing Education Fund



COURSE OUTLINES

Professional Certificate in Marketing

Principles of Marketing

- Discuss the role of marketing in business and explain the development of marketing and its implications for the organization.
- Identify the basic steps in the marketing planning process.
- Explain the different bases for effective market segmentation and analyse the implications for product/ service (re)positioning.
- Identify the individual elements/ tools of the marketing mix and assess current marketing activities of organization.
- Evaluate the importance of customers and their behavior relating to marketing decision.

Business Economics

- Differentiate the essential economic tools for microeconomic and macroeconomic analysis.
- Identify different types of market structures.
- Label and recognize various aggregate economic variables.
- Examine the basic analytical concepts relating to the economic issues in Hong Kong.

Selling and Sales Management

- Explain the role of personal selling in an organization.
- Apply the different sales presentation strategies.
- Discuss key issues associated with recruiting, selecting, training and appraising the sales force.
- Lead, supervise and motivate the sales force effectively.

Professional Diploma in Marketing

Consumer Behaviour

- Define the concepts, theories and principles of consumer behaviour.
- Analyze the trends, social, psychological and cultural influences that impact on buying behaviour.
- Distinguish the stages of consumer decision making and the rules consumers use in making decisions.
- Analyze how consumer attitudes are formed and the strategies that can be implemented to change attitudes.

Multichannel Marketing Communications

- Explain the main elements, activities and linkages associated with the formulation and implementation of a multichannel marketing communications plan.
- Apply the concept of Integrated Marketing Communications (IMC) in contemporary marketing context.
- Apply conventional and digital promotion channels in an IMC plan.
- Differentiate and evaluate the different characteristics, advantages and limitations of various multichannel marketing communication tools.
- Select and coordinate appropriate multichannel marketing communication mix in achieving various promotional objectives.

Marketing Management

- Analyse business strategy using appropriate techniques.
- Conduct a marketing audit using appropriate auditing models.
- Develop marketing objectives and plan at an operational level.
- Integrate marketing mix tools to effectively implement the marketing plans.
- Undertake and select appropriate measurement tools for evaluating the effectiveness of marketing activities.

Digital & Social Media Marketing

- Discuss the role of each individual digital channels and social media platforms.
- Identify the steps to implement a digital and social media marketing strategies.
- Develop a digital and social media marketing plan.
- Establish a framework to measure the effectiveness of digital and social media marketing strategies.

Public Relations and Event Marketing

- Discuss the new rules of public relations management.
- Evaluate traditional and contemporary forms of media communication.
- Explain proper employee communications tactics and crisis management tactics.
- Discuss ethics and corporate social responsibilities.
- Develop and manage a marketing event with budget control.
- Plan and manage the logistics of a marketing event including scheduling, contingencies, site planning, staffing and communications.

Professional Selling and Sales Management

- Apply appropriate selling techniques during the selling process.
- Describe key issues in recruiting, selecting, and training a sales force.
- Apply the theory to lead, supervise and motivate a sales force effectively.
- Evaluate the performance of a sales force with reference to sales performance indicators.

ENTRY REQUIREMENTS

Applicants should:



Professional Certificate in Marketing

1. have gained in the HKALE Grade E in 2 subjects; or
2. have gained in the HKDSE Examination Level 2 in 5 subjects including English Language and 1 year of relevant work experience; or
3. have gained in the HKCEE Grade E in 4 subjects, and Level 2 in English Language or equivalent, and have 2 years of relevant work experience; or
4. be aged at least 21 or above with 3 years of relevant work experience.

Professional Diploma in Marketing

1. have a Diploma/Advanced Diploma awarded by a recognized institution; or
2. have a Professional Certificate in Marketing awarded by HKU SPACE or equivalent.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merits.

APPLICATION

Applicants are required to complete the application form and submit it with ONE set of supporting documents, both original and copy, as listed in the below to any enrolment centres of HKU SPACE:

- Full educational certificates and transcripts; and
- Testimonials or other documentary proof of the applicant's working experience;
- Hong Kong Identity Card#;

* Our staff members at the counter will certify the copies and return the original documents to you afterward.

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong for employment or as dependants, who do not need prior approval before taking up part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Holding an acceptance letter to a HKU SPACE academic programme/ course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, locally accredited taught postgraduate programmes.

ENQUIRIES

Email: prof.mkt@hkuspace.hku.hk

Tel: 2867 8325 / 2867 8302



Professional Certificate in Marketing



QF Level : 4
QR registration No. : 15/000523/L4
Validity Period : 17/02/2015 to on-going



Professional Diploma in Marketing



QF Level : 4
QR registration No. : 07/001830/4
Validity Period : 05/05/2008 to on-going

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