

# Postgraduate Diploma in Digital and Social Media Marketing

## MK004A



The programme aims to provide opportunities for marketing practitioners or business managers to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. It provides knowledge for marketing professionals to use digital and social media marketing effectively in marketing programmes and helps students acquire analytical skills to pursue a career in digital and social media marketing sector.

### Programme Structure

To receive the award of Postgraduate Diploma in Digital and Social Media Marketing, students are required to complete the following 6 modules.

1. Integrated Brand Communications
2. Consumer Behaviour and Branding
3. Advertising and Media
4. Social Media Marketing
5. Digital Marketing and Analytics
6. One elective module

Assessment for all modules is based on continuous assessment and / or final examination. The continuous assessment includes 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\$4,900 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 in July, November and March.

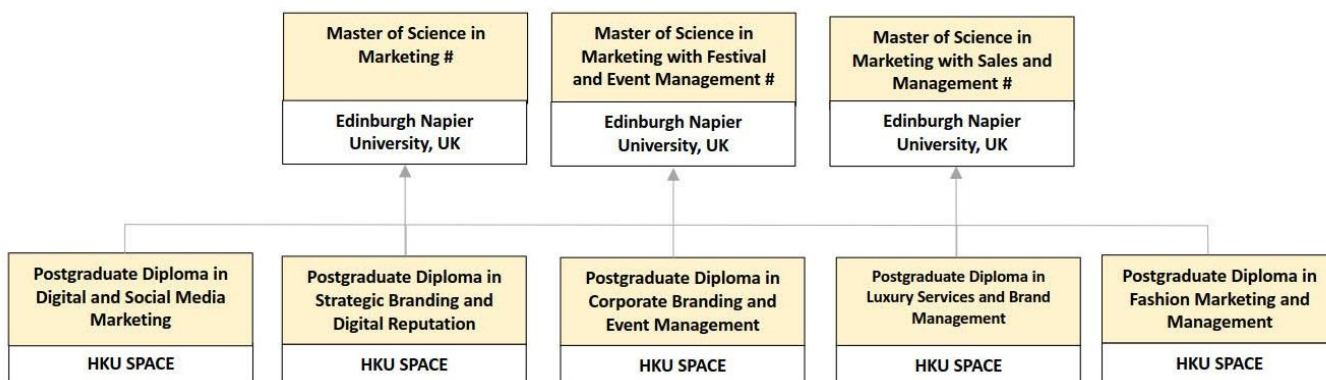
Duration: 12 months to 24 months

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

\*The schedule is subject to change when necessary

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### Progression Path



# These are 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 these courses may lead.

### Application Procedure

Completed the application form

([https://hkuspace.hku.hk/f/programme/111421/\\_Appln%20Form.pdf](https://hkuspace.hku.hk/f/programme/111421/_Appln%20Form.pdf))

and submit it with one set of the following documents together with application fee of 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 HKIU SPACE enrollment centres for verification.

### Programme Enquiries

For more programme details, please visit

<https://hkuspace.hku.hk/prog/postgrad-dip-in-digital-n-social-media-marketing>

Tel: 2867 8315

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]

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