

Advanced Diploma Series in Marketing

Advanced Diploma in **Marketing and Brand Management**  **4**

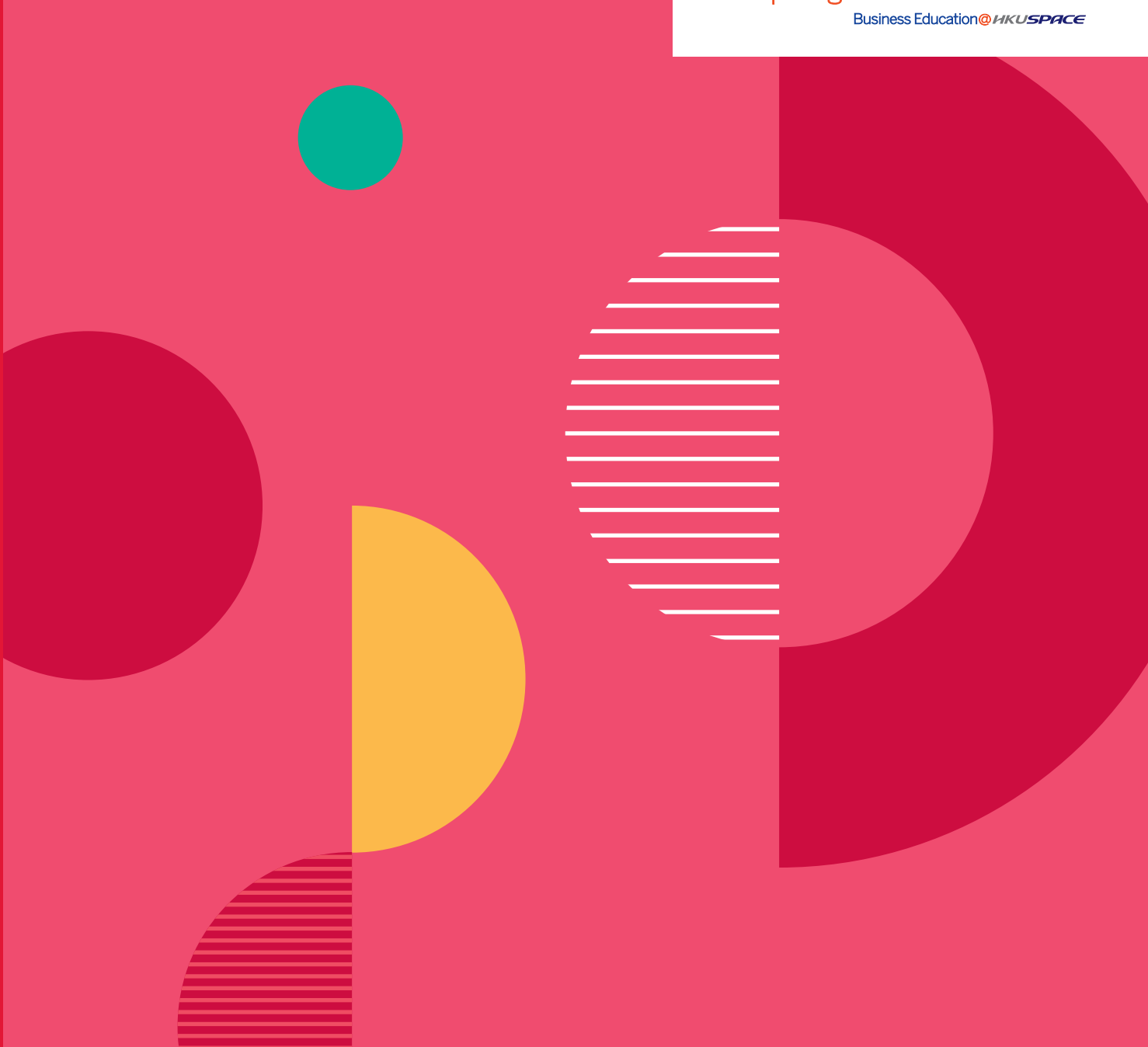
Advanced Diploma in **Marketing and Retail Management**  **4**

Advanced Diploma in **Digital and Social Media Marketing**  **4**

Advanced Diploma in **Marketing, Advertising and Public Relations**

Inspiring Your Future

Business Education @ **HKUSPACE**



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. : 09/001369/4
QR Registration Validity Period : 01 Feb 2009 - on-going

Programme Information

- 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**.



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

Programme Information

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- 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 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.



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

Programme Information

- 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, Advertising and Public Relations

Programme Objectives

- Provide students with the **principles, theories and practices in marketing, advertising and public relations.**
- Enable students to acquire a basic understanding of **marketing, advertising and public relations** and be able to take a holistic approach to orchestrate these knowledge and skills to day-to-day operations at work.
- Prepare students for **further education** as well as **career advancement** in the marketing and public relations areas.



QF Level : 4
QR Registration No. : 21/001283/L4
QR Registration Validity Period : 01 Dec 2021 - 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 Intakes



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

Fee

- Application Fee: \$150, non-refundable
- Course Fee: \$4,000 per module (Subject to change)



Programme Structure

	Advanced Diploma in Digital and Social Media Marketing 	Advanced Diploma in Marketing and Retail Management 	Advanced Diploma in Marketing and Brand Management 	Advanced Diploma in Marketing, Advertising and Public Relations
1	Principles of Marketing 	Services Marketing 	Principles of Marketing 	Services Marketing
2	Digital and Social Media Marketing			
3	Multichannel Marketing Communications			
4	Consumer Behaviour			
5	Introduction to Branding	Public Relations and Event Planning	Introduction to Branding 	Public Relations and Event Planning
6	Psychology of Advertising	Management Skills for Effective Manager		Psychology of Advertising
7	Corporate Communication and Crisis Management	Shopper Relations and Customer Services		Corporate Communication and Crisis Management
8	E-Commerce Operations		Marketing Research and Information	
9	Strategic Marketing for Omnichannel Retailing		Digital Advertising Communications and Campaign Planning	
10	Digital Marketing Planning and Analytics 	Retail Management and Operations 	Strategic Brand Management	Multimedia Writing for Public Relations



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



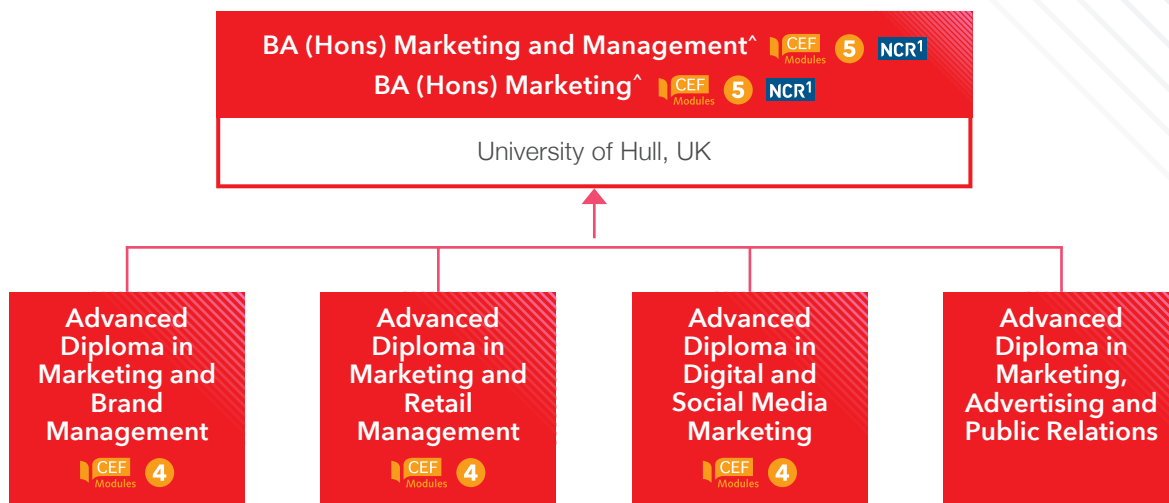
Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund



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

If there is any inconsistency or ambiguity between this brochure and the programme website, the website shall prevail.

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.