

Certificate for Module (Corporate Event Management)

Programme Code: MK094A

☎ 2867 8315

✉ pgdip.marketing@hkuspace.hku.hk



This programme provides a comprehensive training in the corporate event world. Students will learn how to plan and manage all types of corporate events for the clients and the key corporate event planning components, from working out logistics to aligning events with company goals.

- R** Applicants should have:
- (i) a bachelor's degree awarded by a recognised institution; OR
 - (ii) a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- (i) an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- (ii) a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- (iii) HKDSE Examination English Language at Level 3 or above; or
- (iv) HKALE Use of English at Grade E or above; or
- (v) equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

\$ HK\$5,400 per module
Application Fee: HK\$150

D 30 hours

English

Q Level 6 (Reg. No.: 23/000836/L6) Validity Period: 01 Oct 2023 - on-going

Certificate for Module (Digital Reputation Management)

Programme Code: MK095A

☎ 2867 8315

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Digital reputation management (DRM) is the practice of crafting strategies that shape or influence the public perception of an organisation, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

- R** Applicants should have:
- (i) a bachelor's degree awarded by a recognised institution; OR
 - (ii) a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- (i) an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- (ii) a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- (iii) HKDSE Examination English Language at Level 3 or above; or
- (iv) HKALE Use of English at Grade E or above; or
- (v) equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

\$ HK\$5,400 per module
Application Fee: HK\$150

D 30 hours

English

Q Level 6 (Reg. No.: 23/000837/L6) Validity Period: 01 Oct 2023 - on-going

Certificate for Module (Strategic Marketing and Public Relations)

Programme Code: MK097A

☎ 2867 8315

✉ pgdip.marketing@hkuspace.hku.hk



The programme is about the concepts and processes involved in developing market-driven strategies and a coordinated marketing programme to deliver superior customer value via public relations. The module focuses what it means to be a public relations professional, how people learn about public relations, develop and hone their public relations skills.

- R** Applicants should have:
- (i) a bachelor's degree awarded by a recognised institution; OR
 - (ii) a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- (i) an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- (ii) a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- (iii) HKDSE Examination English Language at Level 3 or above; or
- (iv) HKALE Use of English at Grade E or above; or
- (v) equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

\$ HK\$5,900 per module
Application Fee: HK\$150

D 39 hours

English

Q Level 6 (Reg. No.: 23/000839/L6) Validity Period: 01 Oct 2023 - on-going

Advanced Diploma in Marketing, Advertising and Public Relations

Programme Code: MK067C

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk



The rapid development in digital technology and new social media massively reshaped the advertising industry and the public relations ('PR') practices and communications. This programme is a fast track to equip executives in marketing, advertising or PR with new knowledge and skills in digital advertising, psychology in advertising, social media, consumer behaviour, and multimedia writing, etc., in order to enhance their market competitiveness.

- R** 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 Language; OR
 - hold a certificate in the marketing, business or related discipline; OR
 - be aged at least 21 with 3 years of relevant work experience.

\$ HK\$4,250 per module
Application Fee: HK\$150

D 20 months to max. 40 months

English

Q Level 4 (Reg. No.: 21/001283/L4) Validity Period: 01 Dec 2021 - on-going

Certificate for Module (Corporate Communications and Crisis Management)

Programme Code: MK091A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk



The programme is to equip students with proficient corporate communication skills to communicate with stakeholders and the knowledge to develop a crisis management plan.

- R** Applicants shall:
- 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 Language; OR
 - hold a certificate in the marketing, business or related discipline; OR
 - be aged at least 21 with 3 years of relevant work experience.

\$ HK\$4,350
Application Fee: HK\$150

D 42 hours

English

Q Level 4 (Reg. No.: 22/000704/L4) Validity Period: 01 Sep 2022 - on-going

NCR1

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR2

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR3

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。