

Retail, Fashion and Luxury Brand Management

零售、時裝及奢侈品品牌管理

Postgraduate Diploma in Fashion Marketing and Management

Programme Code: MK071A

☎ 2867 8315

✉ pgdip.marketing@hkuspace.hku.hk



This postgraduate Diploma is designed to provide opportunities for marketing or retailing practitioners in the fashion business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the fashion business.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university; or
 - hold relevant and recognized professional qualifications and have three years of relevant work experience.
- and
- provide evidence of English proficiency if they hold a professional qualification or their bachelor's degree is from an university where the teaching medium is not English, such as:
 - an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
 - a score of 550 or above in the paper-based TOEFL or a score of 213 or above in the computer-based TOEFL; or
 - HKDSE Examination English Language at Level 3 or above; or
 - HKALE Use of English at Grade E or above; or
 - equivalent qualifications.

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

\$ HK\$5,700 per module
Application Fee: HK\$150

D 12 months to 24 months

Q Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 - on-going

Postgraduate Diploma in Luxury Services and Brand Management

Programme Code: MK070A

☎ 2867 8315

✉ pgdip.marketing@hkuspace.hku.hk



This Postgraduate Diploma is designed to provide opportunities for practitioners in the luxury goods and services business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the luxury business sector.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university; or
 - hold relevant and recognized professional qualifications and have three years of relevant work experience.

and

- provide evidence of English proficiency if they hold a professional qualification or their bachelor's degree is from an university where the teaching medium is not English, such as:
 - an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
 - a score of 550 or above in the paper-based TOEFL or a score of 213 or above in the computer-based TOEFL; or
 - HKDSE Examination English Language at Level 3 or above; or
 - HKALE Use of English at Grade E or above; or
 - equivalent qualifications.

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

\$ HK\$5,700 per module
Application Fee: HK\$150

D 12 months to 24 months

Q Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 - on-going

Certificate for Module (Fashion Retail Buying)

Programme Code: MK077A

☎ 2867 8315

✉ ws.chiu@hkuspace.hku.hk



This programme aims to enhance the skills for those working in the fashion industry in the areas of retailing, buying and/or merchandising. Participants will learn the structure of the global fashion market, trend research, buying functions, range planning, sales analysis and profit management.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university or equivalent; or
 - hold an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

Applicants with other qualifications will be considered on individual merit.

\$ HK\$6,500
Application Fee: HK\$150

D 30 hours

Q Level 5 (Reg. No.: 21/000098/L5) Validity Period: 01 Feb 2021 - on-going

Advanced Diploma in Marketing and Retail Management

Programme Code: MK030A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk



The rapid development in digitalization and multi-channel retailing has transformed the retail landscape. Total customer satisfaction has been redefined through personalized shopping experience via multi-channel retailing. Nowadays, customers may use more than one sales channels to shop. This part-time advanced diploma programme equips you with new retail management knowledge and skills for multichannel retailing through in-store, online, mobile retailing, etc.

- 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

Q Level 4 (Reg. No.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

Certificate for Module (Retail Management and Operations)

Programme Code: MK073A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk



This programme is designed to provide students with a basic understanding of the key management operations in retail business to prepare them for day-to-day retail operations.

- 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 at least 21 of age with 3 years of relevant work experience.

\$ HK\$4,350

D 4 months

Q Level 4 (Reg. No.: 19/001093/L4) Validity Period: 01 Oct 2019 - on-going

See legend on page 031 圖像說明於第031頁

- R** Minimum Entry Requirements 基本入學要求 (P.017) **\$** Fee 學費 **D** Duration 修業期
E Medium of Instruction 教學語言 **Q** Qualifications Framework 資歷架構 **E** Exemption 豁免 **S** Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

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Certificate for Module (Strategic Marketing for Omnichannel Retailing)

Programme Code: MK086A

2867 8316

ADip.marketing@hkuspace.hku.hk

The programme is to examine the behavioural intention of digital consumers and to examine the omnichannel retailing strategy for omnichannel retailing business to enhance the consumer experience.

- 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

42 hours

English

Level 4 (Reg. No.: 22/000710/L4) Validity Period: 01 Sep 2022 - on-going

Certificate for Module (High Horology)

Programme Code: MK076A

2867 8313

ws.chiu@hkuspace.hku.hk

The programme is designed for enthusiastic beginners who are interested to discover and learn about the fine watchmaking industry. It requires no specific background knowledge of the industry. Students will be introduced to the fine watchmaking industry, the stories behind fine watches along with the technical particularities and craftsmanship skills surrounding their creation.

HK\$9,800

30 hours

Level 3 (Reg. No.: 21/000097/L3) Validity Period: 01 Feb 2021 - on-going

Certificate for Module (Diamond Grading)

Programme Code: MK081A

2867 8313

ws.chiu@hkuspace.hku.hk

The programme is designed for diamond traders, diamond experts, appraisers and graders, jewellers and designers, diamond and jewellery lovers, sales managers, and buyers. Students will study the 4C's: Carat, Colour, Clarity and Cut, and determine the quality and value of a stone. Students will also learn identification methods to detect the most common stimulants, and be able to operate the professional microscope and other gemological equipment appropriately.

HK\$28,000

58 hours

Level 3 (Reg. No.: 21/001152/L3) Validity Period: 01 Oct 2021 - on-going

證書 (單元：奢侈品市場及投資)

課程編號：MK092A

2867 8313

ws.chiu@hkuspace.hku.hk

本課程透過了解奢侈品的歷史、文化及市場分析，讓學員明白各類奢侈品的特色和品牌，分析其收藏價值、行業趨勢和前景。透過教授相關的知識和實例分享，學員能夠因應家族辦公室的高端客戶需要，策劃更佳的奢侈品買賣和投資。

- R** 申請人應持有副學士學位/高級文憑或同等學歷。
申請人如持有其他同等學歷：或21歲以上及擁有三年理財及財富管理相關工作經驗者，學院將會作個別考慮。

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。

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。

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。

HK\$7,500
報名費用：HK\$150

30小時

粵語輔以英語

資歷架構級別：3 資歷名冊登記號碼：23/000237/L3
資歷名冊登記有效期：2023年4月1日 - 持續有效

High Horology Certification Programme

Programme Code: MKTG9179

2867 8313

ws.chiu@hkuspace.hku.hk

This programme aims to discover and deepen understand of the fine watchmaking industry, prepare to enter the watch and jewellery industry and get the FHH Watch Advisor Certification recognition and become a true watch connoisseur.

HK\$8,500

1 month

Executive Workshop "Rise and Fall of Gemstones"

Programme Code: MKTG9215

2867 8313

ws.chiu@hkuspace.hku.hk

This course is an overview of the commercial environment of the jewellery industry through the historical stories of gemstones. Participants will learn the historical factors that cause the rise and fall of gemstones like diamond, ruby, sapphire, emeralds, and more. Knowing these history and stories would help participants understand why some origins and/or trade names cost more than the others. In a broad level, participants would appreciate the dig-to-wear cycle of major gemstones.

HK\$4,200

Group Rate: HK\$3,600 (Group of 2 or above)

9 hours

Cantonese, suppl with teaching materials in Eng

Executive Workshop "Art Market, Trading, and Collectibles"

Programme Code: MKTG9213

2867 8313

ws.chiu@hkuspace.hku.hk

Technology not only creates more possibilities for artists, but it also brings tremendous opportunities for the art industry including the art market. For Hong Kong, despite the challenges faced by the territory in the past two years, Hong Kong has now overtaken London as the second-biggest contemporary art auction market in the world after New York. ArtTech is therefore a blue ocean that poses great potential for Hong Kong to flourish and thrive in the global art scene.

HK\$4,200

Group Rate: HK\$3,600 (Group of 2 or above)

9 hours

行政人員證書《珠寶營銷》

課程編號：EP127A

2867 8313

ws.chiu@hkuspace.hku.hk

本課程旨在教授學員珠寶行業的專業營銷理論及實踐知識。課程內容包括寶石學、行業宏觀營商環境、奢侈品消費者行為學、客戶關係管理、品牌策略、及商業運營分析。

HK\$7,300

早鳥優惠/二人同行優惠：HK\$7,000
報名費用：HK\$150

2個月