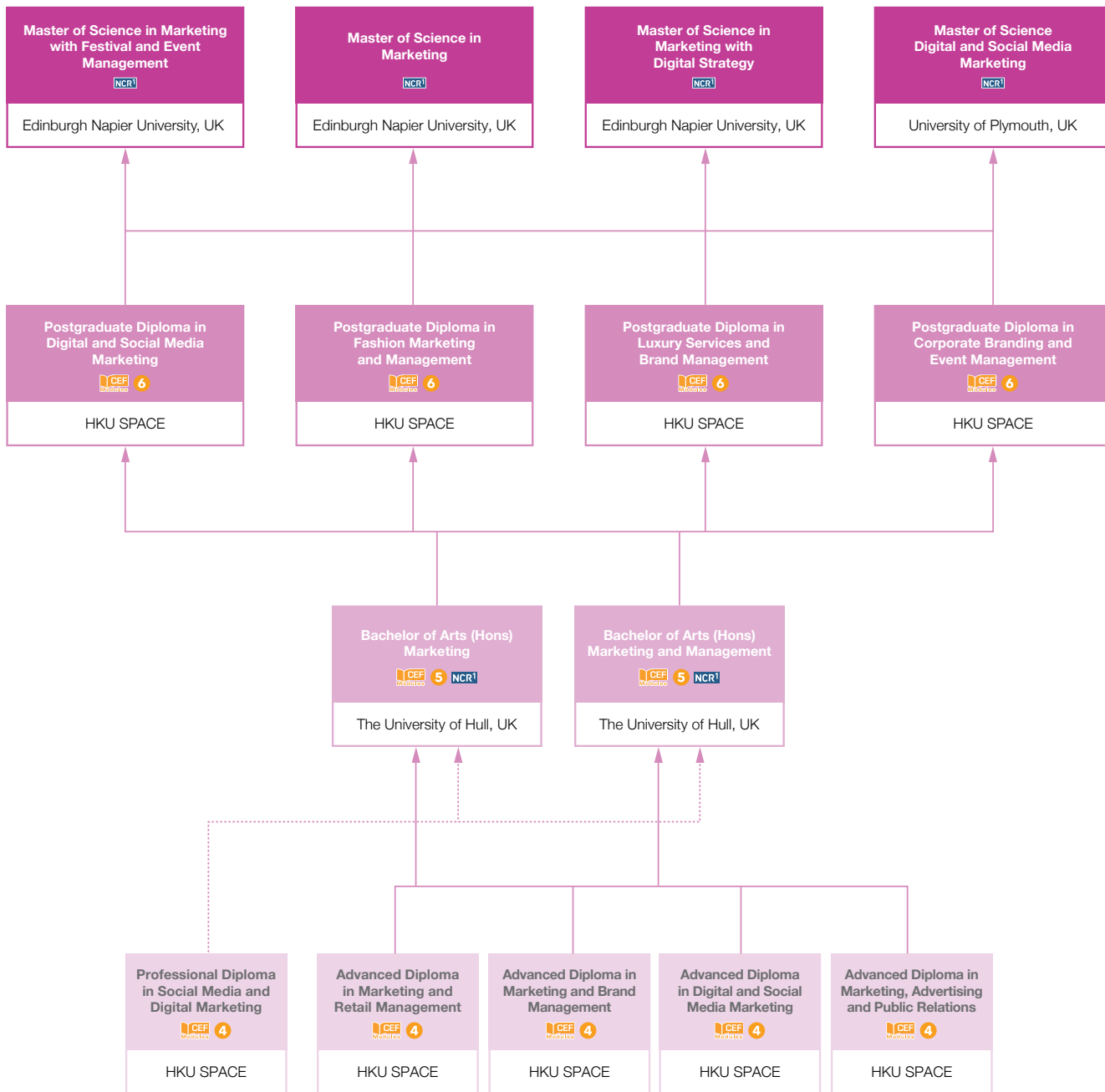


### Pathways in Marketing Studies



← Direct articulation path   ←..... Eligible to apply (Bridging courses are required)

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)
- S** Fee 學費
- D** Duration 修業期
- M** Medium of Instruction 教學語言
- Q** Qualifications Framework 資歷架構
- E** Exemption 豁免
- SC** 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](http://hkuspace.hku.hk)

### Master of Science in Marketing with Festival and Event Management

Programme Code: MK026A

Edinburgh Napier University, UK



2867 8315

mscmarketing@hkuspace.hku.hk

The MSc in Marketing with Festival and Event Management is a two-year part-time programmes jointly offered by Edinburgh Napier University and HKU SPACE since Year 2010. Edinburgh Napier is based in one of the most important global destinations for tourism, festival and events. The University's postgraduate programmes were developed to support international tourism and event management development. The programmes aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing, festival and event management.

**R** Applicants should hold:

- An undergraduate degree at Honours level from a recognised university; OR
- An undergraduate degree from a recognised university PLUS no less than one year's experience in marketing or sales or three years general working experience; OR
- An appropriate professional qualification e.g. CIM Diploma in Marketing, HKU SPACE Diploma in Marketing awarded within the HKU system through HKU SPACE, PLUS no less than one year's experience in marketing or sales or three years general working experience.

Entry as an Affiliate Student If you do not meet the above requirements, but have five or more years of marketing experience, you may enter as an Affiliate Student. Your application will be reviewed individually and, if successful, will allow you to study the two modules in the first trimester of the programme, Principles and Practice of Marketing and Consumer Insights, as an Affiliate Student. If you pass these modules, you will be able to proceed with the rest of the programme.

**\$** HK\$99,000  
Application Fee: HK\$200

**D** 24 months to 28 months



### 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



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

### Certificate for Module (Integrated Marketing and Brand Communications)

Programme Code: MK096A

2867 8315

pgdip.marketing@hkuspace.hku.hk



This programme focuses on the use of effective marketing communication tools to build a brand. It aims to design the brand elements and plan strategically its architecture, use marketing mix strategies appropriately to develop a brand or revitalise a brand for success.

**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



**Q** Level 6 (Reg. No.: 23/000838/L6) Validity Period: 01 Oct 2023 - on-going

### Certificate for Module (Effective Digital Media Planning and Programmatic Advertising)

Programme Code: MK082A

2867 8499 / 2867 8493

ec.marketing@hkuspace.hku.hk



The programme is developed to equip marketing executives and advertising industry practitioners especially digital media buyers and planners with professional credentials in digital media planning and programmatic advertising. It provides students with a solid foundation of knowledge in digital marketing ecosystem and digital media planning, buying and selling. The programme also prepares students for the examinations of the Interactive Advertising Bureau Digital Media Buying and Planning Certification and Digital Media Sales Certification.

**\$** HK\$9,350  
Application Fee: HK\$150 \*(IAB members may enjoy application fee waiver.)

**D** 40 hours



**Q** Level 4 (Reg. No.: 21/001316/L4) Validity Period: 01 Dec 2021 - on-going

### Certificate for Module (Psychology of Advertising)

Programme Code: MK090A

2867 8316

ADip.marketing@hkuspace.hku.hk



The programme is to provide students with the basic knowledge to evaluate advertising from the perspective of psychology in attitude change.

**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



**Q** Level 4 (Reg. No.: 22/000708/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。