

Artificial Intelligence, Big Data and Marketing Data Analytics

人工智能，大數據及市場營銷數據分析

Certificate for Module (Big Data and Artificial Intelligence Marketing)

Programme Code: MK083A

☎ 2867 8313 / 2867 8315



✉ cmmarketing@hkuspace.hku.hk

The programme aims to enhance the concepts and skills for modern marketers who wish to improve their job performances. Using real-world examples from various industries, participants will learn how big data and artificial intelligence transform marketers from reactive to proactive planners.

- 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\$7,500
Application Fee: HK\$150

D 30 hours

Q Level 5 (Reg. No.: 22/000230/L5) Validity Period: 01 Jun 2022 - on-going

Certificate for Module (Digital Marketing Planning and Analytics)

Programme Code: MK088A

☎ 2867 8316



✉ ADip.marketing@hkuspace.hku.hk

The programme is to provide students with the basic concepts and insights to the interconnected value of the core digital channels and the competence in developing a digital marketing plan to address the upcoming marketing challenges in the business.

- 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.: 22/000705/L4) Validity Period: 01 Sep 2022 - on-going

Executive Certificate in Social Media and Digital Marketing Analytics

Programme Code: EP096A

☎ 2867 8499



✉ ec.marketing@hkuspace.hku.hk

This programme aims to provide students with essential and fundamental knowledge in social media and digital marketing analytics. It also provides hands-on and practical techniques and tools for students to build both strategic mindsets on data strategy and develop practical skills in using digital and social media marketing analytics effectively.

\$ HK\$6,750
Application Fee: HK\$200

D 2 months

Brand Management, Luxury Branding and Fashion Marketing

品牌管理、奢侈品牌建設及時裝營銷

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:
- (i) hold a bachelor's degree awarded by a recognized university; or
 - (ii) 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

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:
- (i) hold a bachelor's degree awarded by a recognized university; or
 - (ii) 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

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

Brand Management, Luxury Branding and Fashion Marketing

品牌管理、奢侈品牌建設及時裝營銷

Postgraduate Diploma in Corporate Branding and Event Management

Programme Code: MK066A

2867 8315

pgdip.marketing@hkuspace.hku.hk



The programme aims to meet the continuing education and professional development needs of those who are currently working in corporate branding and/or event management or those who have aspirations in these areas.

- R** Applicants should have:
- a bachelor's degree awarded by a recognized institution; OR
 - 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:
- 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 a score of 80 or above in the internet-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\$5,200 - 5,700
Application Fee: HK\$150

1 year to 2 years English

Level 6 (Reg. No.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

Bachelor of Arts (Hons) Marketing and Management

Programme Code: MK025A

The University of Hull, UK



2910 7619 / 2867 8493

hull.mmg@hkuspace.hku.hk

The BA (Hons) Marketing and Management programme equips students with the latest marketing and management knowledge such as marketing communications, digital marketing, social media, brand management, strategic management, etc. It aims to uplift students' competitiveness and employability in job market. With professional training, students will be able to develop effective marketing and management strategies to solve business problems in competitive business environment.

- R** All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection.
- An applicant shall hold:
- a Higher Diploma in Business, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
 - a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull;
- For 1. and 2. above, applicants holding a related Advanced Diploma shall preferably have 2 years of work experience.
- Applicants of 1. and 2. above are considered to have met the English requirements. In other cases, applicants should have proof of English proficiency by having:
- a Grade E in the Use of English in Hong Kong Advanced Level Examination (HKALE); or
 - Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill); or
 - IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
 - Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill); or
 - recognised equivalent.
- Applicants with other equivalent qualifications will be considered on individual merit.

HK\$13,250 per module
Application Fee: HK\$200

18 months English

Level 5 (Reg.: 15/002105/L5) Validity Period: 01 Sep 2015 - 31 Aug 2029

Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK



2910 7619 / 2867 8493

hull.mmg@hkuspace.hku.hk

This programme provides you with practical knowledge and vocational skills in marketing. You will be able to apply effective marketing strategies, digital and social media marketing techniques and persuasive communication tactics in different market environment and equipped with analytical skills and critical thinking ability. This programme will also help you to develop your critical thinking and analytical skills.

- R** All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection.
- An applicant shall hold:
- a Higher Diploma in Business, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
 - a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull;
- For 1. and 2. above, applicants holding a related Advanced Diploma shall preferably have 2 years of work experience.
- Applicants of 1. and 2. above are considered to have met the English requirements. In other cases, applicants should have proof of English proficiency by having:
- a Grade E in the Use of English in Hong Kong Advanced Level Examination (HKALE); or
 - Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill); or
 - IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
 - Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill); or
 - recognised equivalent.
- Applicants with other equivalent qualifications will be considered on individual merit.

HK\$13,250 per module
Application Fee: HK\$200

18 months English

Level 5 (Reg. No.: 15/002103/L5) Validity Period: 01 Sep 2015 - 31 Aug 2029

Certificate for Module (Fashion Retail Buying)

Programme Code: MK077A

2867 8313 / 2867 8315

cmmarketing@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
- 30 hours English
- Level 5 (Reg. No.: 21/000098/L5) Validity Period: 01 Feb 2021 - 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。

Brand Management, Luxury Branding and Fashion Marketing

品牌管理、奢侈品牌建設及時裝營銷

Advanced Diploma in Marketing and Brand Management

Programme Code: MK002A

2867 8316

ADip.marketing@hkuspace.hku.hk



This programme provides a firm foundation to equip you with knowledge and skills in developing brand strategies and managing brands in a multi-cultural market environment. It also prepares you for higher education at degree level and career advancement in brand management in a competitive market environment.

- 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

E English

Q Level 4 (Reg. No.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going

Certificate for Module (Digital Branding and Experiential Marketing)

Programme Code: MK093A

2867 8499 / 2867 8493

ec.marketing@hkuspace.hku.hk



本課程旨在為學員講解中小企業如何使用新科技提升顧客的品牌體驗，了解在本地、中國內地及環球國際品牌的管理模式、評估及規劃品牌的市場定位，讓學員掌握在數碼時代塑造品牌和建立實用營銷及傳媒活動的策略。

- R** 申請人應持有：
1. 完成香港中學文憑課程；或
 2. 完成香港中學會考課程；或
 3. 年滿 21 歲或以上及具有最少兩年相關工作經驗。申請人如持有其他同等資格，學院將按個別情況考慮。

\$ HK\$7,800 per programme
Application Fee: HK\$150

D 30 hours

E Cantonese, suppl with teaching materials in Eng

Q Level 3 (Reg. No.: 23/000505/L3) Validity Period: 01 Jun 2023 - on-going

證書 (單元：奢侈品市場及投資)

課程編號：MK092A

2867 8313 / 2867 8315

cmmarketing@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、行業趨勢和前瞻。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。

\$ HK\$7,500
報名費用：HK\$150

D 30 小時

E 粵語輔以英語

Q 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

Digital Marketing, Social Media and Content Management

數碼營銷，社交媒體及內容管理

MSc Digital and Social Media Marketing

Programme Code: MK078A

University of Plymouth, UK



2867 8313 / 2867 8315

msc.digitalmarketing@hkuspace.hku.hk

The MSc Digital and Social Media Marketing programme is jointly offered by University of Plymouth and HKU SPACE. This programme will deliver a mix of new and best practice in contemporary digital and social media marketing, along with significant communications insight and strategic insight into the digital sector. This will benefit both business and non-business graduates who wants to move into a more digital role in their career and/or develop as digital marketing specialists.

- R** Applicants should have:
- (a) a bachelor's degree, awarded by a recognized institution, of at least second-class honours; OR
 - (b) a professional qualification recognized as equivalent to a bachelor's degree.
- 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 6.5 or above in the IELTS with a minimum of 5.5 in any element; or
 - ii. an overall score of 90 or above in the TOEFL iBT;
 - iii. HKDSE Examination English Language at Level 4 or above; or
 - iv. HKALE Use of English at Grade C or above; or
 - v. equivalent qualifications.
- Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

\$ HK\$118,000 (HK\$21,720 to HK\$31,120 per module)
Application Fee: HK\$200

D 18 months

E English

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