# **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



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.

- - 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.

- Application Fee: HK\$150
- 30 hours



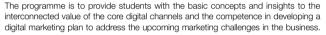
Level 5 (Reg. No.: 22/000230/L5) Validity Period: 01 Jun 2022 - on-going

## Certificate for Module (Digital Marketing Planning and Analytics) Programme Code: MK088A

- 2867 8316



pgdip.marketing@hkuspace.hku.hk



- 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;
  - 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
- 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





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



# **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















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.

- Applicants shall:
  - a. (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

- b. 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
  - 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

- HK\$5,700 per module
- 12 months to 24 months
- English
- Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 on-going

## Postgraduate Diploma in Fashion Marketing and Management Programme Code: MK071A

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:
  - a. (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.

- b. 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
  - 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

- \$ HK\$5,700 per module
- 12 months to 24 months
- English
- Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 on-going

See legend on page 031 圖像説明於第031頁

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

# 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









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

- Applicants should have:
  - (i) a bachelor's degree awarded by a recognized 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: 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
- iii. HKDSE Examination English Language at Level 3 or above; or
- iv. 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



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













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;
- 2. 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
- ii) 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
- iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
- iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill): or
- v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

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



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



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.

All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection.

An applicant shall hold:

- 1. 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;
- 2. 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
- iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
- iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill): or
- v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

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



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

NCR<sup>3</sup>

# **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;
  - 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
- 20 months to max. 40 months



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





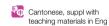


本課程旨在為學員講解中小企業如何使用新科技提升顧客的品牌體驗,了解在本 地、中國內地及環球國際品牌的管理模式、評估及規劃品牌的市場定位,讓學員掌 握在數碼時代塑造品牌和建立實用營銷及傳媒活動的策略。

- R 申請人應該
  - 完成香港中學文憑課程;或

ec.marketing@hkuspace.hku.hk

- 完成香港中學會考課程;或
- 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 個別情況老庸。
- \$ HK\$7,800 per programme Application Fee: HK\$150
- 30 hours



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。

- 申請人應持有副學十學位/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

🦣 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

# **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:

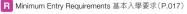
- an overall band of 6.5 or above in the IELTS with a minimum of 5.5 in any element; or an overall score of 90 or above in the TOFFL iBT:
- HKDSE Examination English Language at Level 4 or above; or
- HKALE Use of English at Grade C or above; or
- equivalent qualifications.

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
- 18 months



See legend on page 031 圖像説明於第031頁







D Duration 修業期

