

# E-commerce and Omnichannel Retailing

## 電子商務及全渠道零售

### 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

**E** English

**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:
- 1) have gained in the HKALE Grade E in 2 subjects; or
  - 2) have gained in the HKALE Grade E in 1 subject, and have 2 years of relevant work experience; or
  - 3) 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
  - 4) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; or
  - 5) hold a certificate in the marketing, business or related discipline; or
  - 6) be at least 21 of age with 3 years of relevant work experience.

**\$** HK\$4,350

**D** 4 months

**E** English

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

### Certificate for Module (E-commerce Operations) Programme Code: MK085A

2867 8316

ADip.marketing@hkuspace.hku.hk



Online shopping significantly surged during the pandemic. It's important for online retailers to set up effective e-commerce operations which can directly improve its consumer experience and profitability. The programme is designed to provide students with basic knowledge about e-commerce operation and management including business concepts, business strategies and operations. It also equips students with the knowledge of e-commerce security and operations covering online payment setup, inventory management, logistics and order fulfillment.

- 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** 36 hours

**E** English

**Q** Level 4 (Reg. No.: 22/000706/L4) Validity Period: 01 Sep 2022 - on-going

### 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

**D** 42 hours

**E** English

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

### Certificate for Module (Shopper Relations and Customer Services) Programme Code: MK087A

2867 8316

ADip.marketing@hkuspace.hku.hk



The programme aims to stress the importance of customer-centric service in retailing business and to develop students' knowledge and skills of customer services for retailers and shopping malls. They will also learn how to establish a long-term shopper relationship and enhance the shopping experience and satisfaction.

- 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

**E** English

**Q** Level 4 (Reg. No.: 22/000709/L4) Validity Period: 01 Sep 2022 - 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](http://hkuspace.hku.hk)

### Social Commerce Series: Mastering TikTok Shop to Expand the Global Market

Programme Code: SC526A

2867 8499

ec.marketing@hkuspace.hku.hk



This comprehensive course will equip you with the knowledge and skills to leverage the power of social commerce and TikTok Shop to expand your business into overseas markets.

HK\$4,200

8 hours

### Certificate for Module (Management Skills for Effective Manager)

Programme Code: MK089A

2867 8316

ADip.marketing@hkuspace.hku.hk



The programme is to develop students with self-management, interpersonal management and team management skills and prepare them to perform the role of a marketing manager.

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

33 hours

English

Level 4 (Reg. No.: 22/000707/L4) Validity Period: 01 Sep 2022 - on-going

### 證書 (單元：行銷及銷售管理工作坊一)

課程編號：MK056A

2867 8499

ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在營銷談判和公司營銷的架構及控制的技巧及知識。

HK\$2,100

4個星期

資歷架構級別：2 資歷名冊登記號碼：14/003531/L2  
資歷名冊登記有效期：2014年11月4日 - 持續有效

### Professional Selling and Sales Management

#### 專業推銷與銷售管理

### 證書 (單元：行銷及銷售管理工作坊二)

課程編號：MK057A

2867 8499

ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在營銷行政及管理方面的技巧及知識，讓學員了解客戶消費行為及顧客關係管理。

HK\$2,100

4個星期

資歷架構級別：2 資歷名冊登記號碼：14/003531/L2  
資歷名冊登記有效期：2014年11月4日 - 持續有效

### 證書 (單元：行銷及銷售管理工作坊三)

課程編號：MK058A

2867 8499

ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在尊要客戶和策略營銷管理的技巧和知識。

HK\$2,100

4個星期

資歷架構級別：2 資歷名冊登記號碼：14/003531/L2  
資歷名冊登記有效期：2014年11月4日 - 持續有效

### 大灣區餐飲業市場發展攻略

課程編號：MKTG9230

2867 8499

ec.marketing@hkuspace.hku.hk



本課程將教授創業者在大灣區開展餐飲業的重要市場規劃技巧，包括最新內地餐飲文化、流行文化、網紅行銷的最新趨勢及應用數碼市營銷去增加客源。最新熱話的餐飲業機會和挑戰，例如品牌的可持續性，如何減廢及社會與企業管治 (ESG) 以應對中央政府漸趨嚴格的環保法規。餐飲業者、創業者及與餐飲業相關工作者，修讀課程後能了解品牌形象和飲食文化等經營技巧，以協助他們更容易制定適合當地的市場規劃，使其品牌能在大灣區作永續的發展。

申請者必須年滿十八歲

此課程的目標對象為：

- 餐飲業從業人員如餐廳、咖啡室、或其他餐飲場所的管理者、服務人員、市場營銷人員、品牌管理的行政人員、從事餐飲的中小企業初創人士及老闆
- 關注餐飲業市場、消費者需求和競爭環境的專業人士如市場分析師和財務策略師等
- 關注綠色營運、環保和永續發展的餐飲工作者

HK\$3,800

2個月

粵語

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

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。

NCR3

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。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。