

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

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- 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