

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

Master of Science in Marketing with Digital Strategy

Programme Code: MK079A

Edinburgh Napier University, UK



2867 8315

mscmarketing@hkuspace.hku.hk

The MSc in Marketing with Digital Strategy is a two-year part-time programme jointly offered by Edinburgh Napier University and HKU SPACE. The programme equips students with the digital skills and strategic marketing knowledge to meet current demand for people who can thrive in the digital business environment. Suitable for those with no previous marketing knowledge, this higher degree will increase students' employability, empowering students to have the confidence and knowledge to meet employers' present and future digital and marketing needs, and give students the advanced digital skills necessary to develop new business and marketing opportunities.

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

24 months to 28 months

English

Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK



2867 8315

mscmarketing@hkuspace.hku.hk

The MSc in Marketing is a two-year part-time programme jointly offered by Edinburgh Napier University and HKU SPACE since Year 2000. The programme aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing management.

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

24 months to 28 months

English

Postgraduate Diploma in Digital and Social Media Marketing

Programme Code: MK004A

2867 8315



pgdip.marketing@hkuspace.hku.hk

This Postgraduate Diploma is both vocationally and academically oriented to provide opportunities for marketing professionals and general business practitioners to upgrade their knowledge and skills in digital and social media marketing to cope with the challenges and dynamics of the changing market as well as to articulate to Masters degree programmes with credit exemption.

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。

APPLICANTS SHALL:

- hold a bachelor's degree awarded by a recognized university; or
 - 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

12 months to 24 months

English

Level 6 (Reg. No.: 14/003365/L6) Validity Period: 01 Nov 2014 - on-going

Certificate for Module (Digital Reputation Management)

Programme Code: MK095A

2867 8315



pgdip.marketing@hkuspace.hku.hk

Digital reputation management (DRM) is the practice of crafting strategies that shape or influence the public perception of an organisation, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

APPLICANTS SHOULD HAVE:

- a bachelor's degree awarded by a recognised 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\$5,400 per module
Application Fee: HK\$150

30 hours

English

Level 6 (Reg. No.: 23/000837/L6) Validity Period: 01 Oct 2023 - on-going

Certificate for Module (Growth Hacking in Digital Marketing)

Programme Code: MK084A

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. Participants will learn the concepts and tools of digital marketing, understand the successful cases in growth hacking marketing, and employ digital growth tools to maximize marketing performance.

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

30 hours

English

Level 5 (Reg. No.: 22/000231/L5) Validity Period: 01 Jun 2022 - on-going

Digital Marketing, Social Media and Content Management

數碼營銷，社交媒體及內容管理

Advanced Diploma in Digital and Social Media Marketing Programme Code: MK052A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk



Digital and social media revolution has transformed the marketing industry. The Advanced Diploma in Digital and Social Media Marketing is designed to equip you with the latest marketing knowledge and practices in digital, social media, mobile marketing, search engine optimization (SEO), search engine marketing (SEM), content and video marketing, market analytics, etc. The programme also prepares you for further education at degree level and career advancement.

- 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

English

Q Level 4 (Reg. No.: 15/003663/L4) Validity Period: 17 Dec 2015 - on-going

Professional Diploma in Social Media and Digital Marketing Programme Code: MK037B

☎ 2867 8499 / 2687 8471

✉ prof.mkt@hkuspace.hku.hk



The Professional Diploma in Social Media and Digital Marketing Programme is to equip those marketing practitioners or executives without an academic marketing qualification with practical marketing knowledge including strategic marketing planning, consumer behaviour, basic Google analytics, social media and digital marketing, and public relations. Upon completion of the programme, students will be able to handle marketing tasks to achieve the business goals.

- R** Applicants should:
- have gained in the HKDSE examination level 2 or above in 5 subjects including English language, and have 2 years of relevant work experience; 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 completed Diploma Yi Jin and with 2 years of relevant work experience; or
 - be aged 21 or above and have 3 years of relevant work experience.
- [Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.]

Applicants are required to provide the below documents while applying the programme.

\$ HK\$4,250 per module
Application Fee: HK\$150

D 1 year to 2 years

English

Q Level 4 (Reg. No.: 23/000476/L4) Validity Period: 01 Jul 2023 - on-going

Executive Certificate in Digital and Social Media Marketing Programme Code: EP120A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk



This programme focuses on the practical aspects of designing and planning a digital and social media marketing campaign, as part of the overall marketing strategy.

\$ HK\$6,000
Application Fee: HK\$150

D 3 months

Power Up 營銷工作坊：網紅及直播營銷致勝攻略 課程編號：MKTG9211

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk



Power Up 營銷工作坊 — 幫助營銷人員和小企業老闆找到合適的營銷解決方案，並為 COVID-19 後經濟復甦作準備的一系列工作坊。

打響頭炮的是有關意見領袖營銷的課程。隨著 KOC (關鍵意見消費者) 的崛起，這種營銷方法亦得到更多的關注。越來越多品牌與社交媒體上的 KOL/KOC 合作為其目標客戶產生共鳴。另外，隨著直播的日益普及，越來越多公司正在利用這些工具來製作有趣的內容，以直接與客戶互動。

\$ HK\$1,800
校友優惠/預早報名優惠：HK\$1,600

D 1 日

Google Analytics Programme Code: MKTG9200

☎ 2867 8313

✉ cmmarketing@hkuspace.hku.hk



This programme aims to enhance the skills and concepts for digital marketers who do not have web programming background. Participants will learn the Google Analytics (GA) setup, operation, and tools to perform data analysis, visualization, reporting, and gain insights from customer behaviour to enhance the effectiveness of digital marketing.

R Age 18 or above

\$ HK\$1,800
Alumni Rate/Early Bird Rate: HK\$1,600

D 1 day

Cantonese

Google Ads Platform Programme Code: MKTG9208

☎ 2867 8313

✉ cmmarketing@hkuspace.hku.hk



This workshop is designed for people who advertise on the greater Google environment. Participants will learn to use Google Ads Platform to manage their advertisements on AdWords, YouTube, Google Display Network, and Gmail.

R Age 18 or above

\$ HK\$1,800
Alumni Rate/Early Bird Rate: HK\$1,600

D 1 day

English

Facebook Business Manager Programme Code: MKTG9207

☎ 2867 8313

✉ cmmarketing@hkuspace.hku.hk



This workshop is designed for people who need to manage Facebook pages. The Facebook Business Manager is the tool for setting up advertising campaigns, giving access to third parties and collaborators, and analyzing user behaviour.

R Age 18 or above

\$ HK\$1,800
Alumni Rate/Early Bird Rate: HK\$1,600

D 1 day

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

Digital Marketing, Social Media and Content Management

數碼營銷，社交媒體及內容管理

Facebook 營銷實戰

課程編號：MKTG9169

S

2867 8313

cmmarketing@hkuspace.hku.hk

建立 FACEBOOK PAGE，相信大家並不陌生，但營銷人員往往未能充分掌握如何利用 FACEBOOK，作為品牌形象建立及接觸消費者的信息交流平台。此工作坊提供 FACEBOOK 營銷最新資訊，助學員掌握 FACEBOOK 營銷。

HK\$1,800

校友優惠 / 預早報名優惠：HK\$1,600

D 1 日

LinkedIn Marketing

Programme Code: MKTG9216

S

2867 8313

cmmarketing@hkuspace.hku.hk

This workshop covers the fundamentals to build a company's brand in the number one social media platform for professionals - LinkedIn. The workshop is not focused on HR related matters but B2B marketing strategy, advertising, and thought leadership.

R Age 18 or above

HK\$1,800

Alumni Rate/Early Bird Rate: HK\$1,600

D 6 hours

English

搜索引擎優化

課程編號：MKTG9168

S

2867 8313

cmmarketing@hkuspace.hku.hk

當用戶在搜索引擎搜尋某一個關鍵詞時，網站排得越前，才會令網站的曝光率增加，獲得更多流量，最終提升網站的宣傳力。透過瞭解搜索引擎原理，優化網站內容，學員能掌握搜索引擎優化手段，有助公司業務發展。

HK\$1,800

校友優惠 / 預早報名優惠：HK\$1,600

D 1 日

移動營銷新面貌

課程編號：MKTG9170

S

2867 8313

cmmarketing@hkuspace.hku.hk

隨著移動裝置普及，移動營銷將會越來越重要。作為市場專才，必須掌握最新營銷趨勢。透過此工作坊，學員將可瞭解移動營銷現況及趨勢，以及如何有效地將移動營銷融入整體營銷傳播策略。

HK\$1,800

校友優惠 / 預早報名優惠：HK\$1,600

D 1 日

數碼營銷通路

課程編號：MKTG9188

S

2867 8313

cmmarketing@hkuspace.hku.hk

此工作坊專為營銷及商業人員而設。本課程提供現時營銷行內不同之數碼媒體及技術之運用。

HK\$1,800

校友優惠 / 預早報名優惠：HK\$1,600

D 1 日

微信營銷實戰

課程編號：MKTG9189

S

2867 8313

cmmarketing@hkuspace.hku.hk

如何使用微信平台作為有效的營銷工具。課程包括成功案例及整合營銷策略。

HK\$1,800

校友優惠 / 預早報名優惠：HK\$1,600

D 1 日

Big Data for Marketing Decisions

Programme Code: MKTG9194

S

2867 8313

cmmarketing@hkuspace.hku.hk

Leveraging on the massive amounts of data that businesses collect, marketers can make data-centric decisions to gain significant competitive advantage over their less agile competitors.

HK\$1,800

Alumni Rate/Early Bird Rate: HK\$1,600

D 1 day

EDM Marketing

Programme Code: MKTG9209

S

2867 8313

cmmarketing@hkuspace.hku.hk

EDM marketing is the digital marketing strategy of sending emails to prospects and customers to acquire leads and generate sales. The workshop covers the process to build, optimize, and automate the email marketing funnel for a business.

HK\$1,800

Alumni Rate/Early Bird Rate: HK\$1,600

D 1 day

內容營銷

課程編號：MKTG9212

S

2867 8313

cmmarketing@hkuspace.hku.hk

此工作坊專為營銷及商業人員而設，課程內容包括內容營銷策略基本步驟及運用。

HK\$1,800

校友優惠 / 預早報名優惠：HK\$1,600

D 1 日

Blockchain Technology for Digital Marketers

Programme Code: MKTG9218

S

2867 8313

cmmarketing@hkuspace.hku.hk

This workshop introduces the disruptive technology of blockchain to digital marketers. Implementing blockchain technology in marketing can provide the following value for your business and clients, including improved security and privacy, cheaper advertising, access to consumer data, and alternate payment systems.

HK\$1,800

Alumni Rate/Early Bird Rate: HK\$1,600

D 6 hours

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

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。

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。