

# Public Relations and Crisis Management

## 公共關係與危機管理

### Certificate for Module (Strategic Marketing and Public Relations)

Programme Code: MK097A

2867 8315



pgdip.marketing@hkuspace.hku.hk

The programme is about the concepts and processes involved in developing market-driven strategies and a coordinated marketing programme to deliver superior customer value via public relations. The module focuses what it means to be a public relations professional, how people learn about public relations, develop and hone their public relations skills.

- R** Applicants should have:
- (i) a bachelor's degree awarded by a recognised 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:
- (i) an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
  - (ii) 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
  - (v) equivalent qualifications.
- Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

**\$** HK\$5,900 per module  
Application Fee: HK\$150

**D** 39 hours

English

**Q** Level 6 (Reg. No.: 23/000839/L6) Validity Period: 01 Oct 2023 - on-going

### Advanced Diploma in Marketing, Advertising and Public Relations

Programme Code: MK067C

2867 8316



ADip.marketing@hkuspace.hku.hk

The rapid development in digital technology and new social media massively reshaped the advertising industry and the public relations ('PR') practices and communications. This programme is a fast track to equip executives in marketing, advertising or PR with new knowledge and skills in digital advertising, psychology in advertising, social media, consumer behaviour, and multimedia writing, etc., in order to enhance their market competitiveness.

- 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.: 21/001283/L4) Validity Period: 01 Dec 2021 - on-going

### Certificate for Module (Corporate Communications and Crisis Management)

Programme Code: MK091A

2867 8316



ADip.marketing@hkuspace.hku.hk

The programme is to equip students with proficient corporate communication skills to communicate with stakeholders and the knowledge to develop a crisis management plan.

- 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

English

**Q** Level 4 (Reg. No.: 22/000704/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)

## 善用持續進修 基金

# 擁有全港 最多最廣

## 2.5萬元

(申請年齡  
無上限)

### 課程