

# Artificial Intelligence, Big Data and Marketing Data Analytics

## 人工智能，大數據及市場營銷數據分析

### AI-Powered Marketing Tactics

Programme Code: MKTG9239



2867 8499 / 2867 8471

ec.marketing@hkuspace.hku.hk



- The programme positioned as a professional upskilling initiative, aims to provide balances foundational knowledge of AI, practical skills, and strategic application
- STAY AHEAD OF THE MARKET: Focuses on the application of artificial intelligence (AI) in marketing to help participants master leading AI tools and strategies.
- BRIDGING THEORY AND PRACTICE: Emphasizes the practical use of AI for data-driven decision making, customer behaviour analysis, personalized campaigns, and marketing automation. Real case studies and live demonstrations empower marketers and business professionals to implement responsible and effective AI solutions.

\$ HK\$3,800

D 16 hours

### AI Agents for Marketing

Programme Code: MKTG9237



2867 8313 / 2867 8315

cmmarketing@hkuspace.hku.hk



Learning Objectives By the end, learners will:

- Understand advanced no-code AI agent platforms
- Design AI workflows for marketing automation
- How to use no code platforms for AI agents
- Address ethical and practical challenges (e.g., data quality, bias)

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

D 1 day

### 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\$7,900  
Application Fee: HK\$150

D 30 hours

E English

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

### Certificate for Module

#### (AI-Driven Growth Hacking in Digital Marketing)

Programme Code: MK084B



2867 8313 / 2867 8315

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The programme aims to enhance the concepts and skills for modern marketers, enabling them to leverage artificial intelligence (AI) for optimising marketing strategies, generating leads and enhancing brand visibility. Participants will learn the concepts and tools of digital marketing, understand the successful cases in growth hacking marketing, and employ digital growth tools to maximise marketing performance.

R Applicants shall:

- hold a bachelor's degree awarded by a recognized university or equivalent;
- 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\$7,900

Application Fee: HK\$150

D 30 hours

E English

Q Level 5 (Reg. No.: 25/000965/L5) Validity Period: 01 Aug 2025 - 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.

\$ HK\$4,800

Application Fee: HK\$150

D 42 hours

E English

Q Level 4 (Reg. No.: 22/000705/L4) Validity Period: 01 Sep 2022 - on-going

### Certificate for Module

#### (Google Analytics – Intermediate Level)

Programme Code: MK098A



2867 8499

ec.marketing@hkuspace.hku.hk

This programme aims to equip digital marketing and advertising practitioners with the skills to utilise Google Analytics 4 (GA4) to measure online traffic across various platforms and apps engagement. The programme also focuses on collecting event-based data and providing insights and solutions to optimise digital campaigns, website traffic, and sales conversion for e-commerce.

\$ HK\$8,800

Application Fee: HK\$150

D 30 hours

E English

Q Level 4 (Reg. No.: 24/000921/L4) Validity Period: 01 Dec 2024 - 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\$6,950

Application Fee: HK\$200

D 2 months

E Cantonese, suppl with teaching materials in Eng

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。

NCR3

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。