

# Digital Marketing, Social Media and Content Management

## 數碼營銷，社交媒體及內容管理

### 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.

**R** 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.

**S** HK\$104,000  
Application Fee: HK\$200

**D** 24 months to 28 months

English

### 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.

**R** 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.

**S** HK\$104,000  
Application Fee: HK\$200

**D** 24 months to 28 months

English

See legend on page 033 圖像說明於第033頁

**R** Minimum Entry Requirements 基本入學要求(P.017)

**S** 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

### 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.

**S** HK\$118,000

Application Fee: HK\$200

**D** 18 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.

**R** Applicants shall:

- a. (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
- b. 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:
  - 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
  - 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.

**S** HK\$6,200 per module

Application Fee: HK\$150

**D** 12 months to 24 months

English

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

# Digital Marketing, Social Media and Content Management

數碼營銷，社交媒體及內容管理

## Certificate for Module (Integrated Marketing and Brand Communications)

Programme Code: MK096A

2867 8315

pgdip.marketing@hkuspace.hku.hk



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For details, please refer to p.292

## Certificate for Module (Digital Reputation Management)

Programme Code: MK095A

2867 8315

pgdip.marketing@hkuspace.hku.hk



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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.

HK\$5,900 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 (Big Data and Artificial Intelligence Marketing)

Programme Code: MK083A

2867 8313 / 2867 8315

cmmarketing@hkuspace.hku.hk



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For details, please refer to p.294

## Advanced Diploma in Digital and Social Media Marketing

Programme Code: MK052A

2867 8316

ADip.marketing@hkuspace.hku.hk



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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.

HK\$4,500 per module  
Application Fee: HK\$150

20 months to max. 40 months

English

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



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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.

HK\$4,500 per module  
Application Fee: HK\$150

1 year to 2 years

English

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

## Certificate for Module (Digital Marketing Planning and Analytics)

Programme Code: MK088A

2867 8316

ADip.marketing@hkuspace.hku.hk



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For details, please refer to p.294

## Certificate for Module (Psychology of Advertising)

Programme Code: MK090A

2867 8316

ADip.marketing@hkuspace.hku.hk



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For details, please refer to p.293

## Executive Certificate in Social Media and Digital Marketing Analytics

Programme Code: EP096A

2867 8499

ec.marketing@hkuspace.hku.hk



For details, please refer to p.294

## 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.

R Applicants shall hold:

- (a) a bachelors degree awarded by a recognized university or equivalent, or
- (b) an associate degree/ a higher diploma or equivalent, and have at least 2 years of work experience, or
- (c) possess relevant professional qualifications.

Applicants with other qualifications and substantial work experience will be considered on individual merit.

S HK\$6,300

Application Fee: HK\$100

3 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. 計程主辦人正根據《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。

# Digital Marketing, Social Media and Content Management

## 數碼營銷，社交媒体及內容管理

### 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体上的KOL/KOC合作為與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

### Big Data for Marketing Decisions

課程編號：MKTG9194



📞 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

校友優惠/預早報名優惠：HK\$1,600

D 1日

### 內容營銷

課程編號：MKTG9212



📞 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

### 數碼營銷通路

課程編號：MKTG9188



📞 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

### EDM Marketing

課程編號：MKTG9209



📞 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

校友優惠/預早報名優惠：HK\$1,600

D 1日

### 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

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

D 1 day

E English



### Facebook 營銷實戰

Programme Code: MKTG9169

📞 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。

S HK\$1,800

校友優惠/預早報名優惠：HK\$1,600

D 1日



### 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

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

D 1 day

E English



### 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

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

D 1 day

# Digital Marketing, Social Media and Content Management

數碼營銷，社交媒體及內容管理

## 移動營銷新面貌

課程編號：MKTG9170



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

## LinkedIn Marketing

Programme Code: MKTG9216



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

E English

## 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.

\$ HK\$4,500 per module  
Application Fee: HK\$150  
D 20 months to max. 40 months  
Q Level 4 (Reg. No.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

## 搜索引擎優化

課程編號：MKTG9168



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

## 微信營銷實戰

Programme Code: MKTG9189



2867 8313

cmmarketing@hkuspace.hku.hk



如何使用微信平臺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

# E-commerce and Omnichannel Retailing

電子商務及全渠道零售

## 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.

\$ HK\$4,800  
Application Fee: HK\$150  
D 36 hours  
Q Level 4 (Reg. No.: 22/000706/L4) Validity Period: 01 Sep 2022 - on-going

### 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。