

# 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

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.

Age 18 or above

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

6 hours

English

### 搜索引擎優化

課程編號：MKTG9168



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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

1 日

### 微信營銷實戰

課程編號：MKTG9189



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

1 日

## E-commerce and Omnichannel Retailing

### 電子商務及全渠道零售

### 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

20 months to max. 40 months

English

Level 4 (Reg. No.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

### 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

36 hours

English

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。

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。

# E-commerce and Omnichannel Retailing

## 電子商務及全渠道零售

### Certificate for Module (Retail Management and Operations)

Programme Code: MK073A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

This programme is designed to provide students with a basic understanding of the key management operations in retail business to prepare them for day-to-day retail operations.

💰 HK\$4,800

⏱ 4 months

🇬🇧 English

📅 Level 4 (Reg. No.: 19/001093/L4) Validity Period: 01 Oct 2019 - on-going



### Certificate for Module (Strategic Marketing for Omnichannel Retailing)

Programme Code: MK086A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

The programme is to examine the behavioural intention of digital consumers and to examine the omnichannel retailing strategy for omnichannel retailing business to enhance the consumer experience.

💰 HK\$4,800

Application Fee: HK\$150

⏱ 42 hours

🇬🇧 English

📅 Level 4 (Reg. No.: 22/000710/L4) Validity Period: 01 Sep 2022 - on-going



### Certificate for Module (Shopper Relations and Customer Services)

Programme Code: MK087A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

The programme aims to stress the importance of customer-centric service in retailing business and to develop students' knowledge and skills of customer services for retailers and shopping malls. They will also learn how to establish a long-term shopper relationship and enhance the shopping experience and satisfaction.

💰 HK\$4,800

Application Fee: HK\$150

⏱ 42 hours

🇬🇧 English

📅 Level 4 (Reg. No.: 22/000709/L4) Validity Period: 01 Sep 2022 - on-going



### Social Commerce Series: Mastering TikTok Shop to Expand the Global Market

Programme Code: SC526A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk

This comprehensive course will equip you with the knowledge and skills to leverage the power of social commerce and TikTok Shop to expand your business into overseas markets.

💰 HK\$4,200

⏱ 8 hours



## Professional Selling and Sales Management

### 專業推銷與銷售管理

### Certificate for Module (Management Skills for Effective Manager)

Programme Code: MK089A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

The programme is to develop students with self-management, interpersonal management and team management skills and prepare them to perform the role of a marketing manager.

💰 HK\$4,800

Application Fee: HK\$150

⏱ 33 hours

🇬🇧 English

📅 Level 4 (Reg. No.: 22/000707/L4) Validity Period: 01 Sep 2022 - on-going



### 證書(單元：行銷及銷售管理工作坊一)

課程編號：MK056A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在營銷談判和公司營銷的架構及控制的技巧及知識。

💰 HK\$2,100

⏱ 4個星期

📅 資歷架構級別：2 資歷名冊登記號碼：14/003531/L2  
資歷名冊登記有效期：2014年11月4日 - 持續有效

### 證書(單元：行銷及銷售管理工作坊二)

課程編號：MK057A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在營銷行政及管理方面的技巧及知識，讓學員了解客戶消費行為及顧客關係管理。

💰 HK\$2,100

⏱ 4個星期

📅 資歷架構級別：2 資歷名冊登記號碼：14/003531/L2  
資歷名冊登記有效期：2014年11月4日 - 持續有效

### Certificate for Module (Essential Leadership Skill in Customer-centric Organisation)

Programme Code: MK099A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk

This programme aims to equip junior managers with the necessary knowledge and skills needed to transition from executing supervisory responsibilities to becoming customer-centric managers, and initiating improvements to the organisation's services and operations.

⏱ 42 hours

📅 Level 4 (Reg. No.: 25/000110/L4) Validity Period: 01 Jan 2025 - on-going

See legend on page 033 圖說說明於第033頁

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

💰 Fee 學費

⏱ Duration 修業期

🇬🇧 Medium of Instruction 教學語言

📅 Qualifications Framework 資歷架構

📄 Exemption 豁免

📄 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)