

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

English

See legend on page 033 圖說說明於第 033 頁

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

S Fee 學費

D Duration 修業期

M 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

Professional Selling and Sales Management

專業推銷與銷售管理

證書(單元：行銷及銷售管理工作坊三)

課程編號：MK058A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在尊要客戶和策略營銷管理的技巧和知識。

💰 HK\$2,100

📅 4 個星期

📋 資歷架構級別：2 資歷名冊登記號碼：14/003533/L2
資歷名冊登記有效期：2014 年 11 月 4 日 - 持續有效

東盟市場發展系列 - 印尼市場營銷攻略

課程編號：MKTG9233

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk

隨著東盟急速發展，成為中國最大貿易合作夥伴，尤其印尼將會在 2045 年成為全球第四大經濟體，帶給本港企業無限商機。根據香港貿易發展局，東盟人口超過 6.7 億，僅次於印度和中國內地。以經濟規模來說，東盟是全球第五大經濟體，區內龐大的消費力正逐漸釋放出來。其中，印尼是東盟最大經濟體，市場潛力甚為豐厚。如今網購熱潮席捲全球，港商可以通過電商渠道更快切入印尼市場，把握銷售新機遇。

💰 HK\$6,000

預早報名優惠：HK\$5,400

📅 1 日

🗣 粵語或普通話

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.

💰 HK\$6,400 per module
Application Fee: HK\$150

📅 39 hours

🗣 English

📋 Level 6 (Reg. No.: 23/000839/L6) Validity Period: 01 Oct 2023 - 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.

💰 HK\$4,800

Application Fee: HK\$150

📅 42 hours

🗣 English

📋 Level 4 (Reg. No.: 22/000704/L4) Validity Period: 01 Sep 2022 - on-going

Advanced Diploma in Marketing, Advertising and Public Relations

Programme Code: MK067C

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

For details, please refer to p.293

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- 個人化課程推介

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。