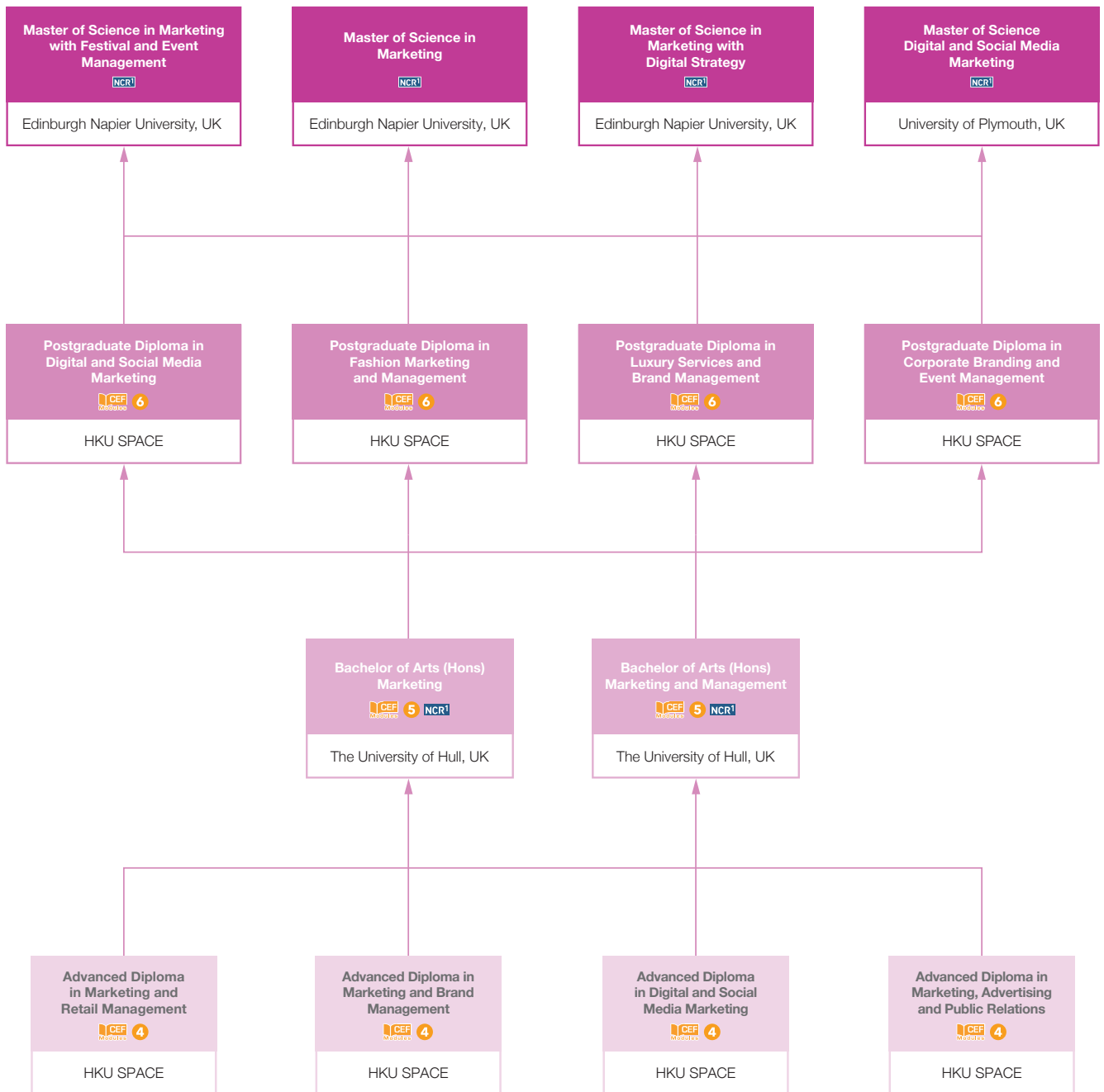


Pathways in Marketing Studies



— Direct articulation path - - - Eligible to apply (Bridging courses are required)

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。

Advertising, Media Planning and Marketing Communications

廣告、媒體策劃及營銷傳播

Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK



☎ 2867 8315

✉ enumscmarketing@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.

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

D 24 months to 28 months

English

Master of Science in Marketing with Festival and Event Management

Programme Code: MK026A

Edinburgh Napier University, UK



☎ 2867 8315

✉ enumscmarketing@hkuspace.hku.hk

The MSc in Marketing with Festival and Event Management is a two-year part-time programmes jointly offered by Edinburgh Napier University and HKU SPACE since Year 2010. Edinburgh Napier is based in one of the most important global destinations for tourism, festival and events. The Universities postgraduate programmes were developed to support international tourism and event management development. The programmes aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing, festival and event 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.

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

D 24 months to 28 months

English

Postgraduate Diploma in Corporate Branding and Event Management

Programme Code: MK066A

☎ 2867 8315

✉ pgdipmarketingpt@hkuspace.hku.hk



The programme aims to meet the continuing education and professional development needs of those who are currently working in corporate branding and/or event management or those who have aspirations in these areas.

R Applicants should have:

- a bachelor's degree awarded by a recognized institution; OR
- 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:

- an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- 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
- HKDSE Examination English Language at Level 3 or above; or
- HKALE Use of English at Grade E or above; or
- equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

\$ HK\$5,700 - 6,200
Application Fee: HK\$150

D 1 year to 2 years

English

Q Level 6 (Reg. No.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

Bachelor of Arts (Hons) Marketing and Management

Programme Code: MK025A

The University of Hull, UK



☎ 2910 7619 / 2867 8493

✉ hull.mmg@hkuspace.hku.hk

The BA (Hons) Marketing and Management programme equips students with the latest marketing and management knowledge such as marketing communications, digital marketing, social media, brand management, strategic management, etc. It aims to uplift students' competitiveness and employability in job market. With professional training, students will be able to develop effective marketing and management strategies to solve business problems in competitive business environment.

R All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection.

An applicant shall hold:

- a Higher Diploma in Business, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
- a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull;

For 1. and 2. above, applicants holding a related Advanced Diploma shall preferably have 2 years of work experience.

Applicants of 1. and 2. above are considered to have met the English requirements. In other cases, applicants should have proof of English proficiency by having:

- a Grade E in the Use of English in Hong Kong Advanced Level Examination (HKALE); or
- Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill); or
- IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
- Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill); or
- recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

\$ HK\$13,250 per module
Application Fee: HK\$200

D 18 months

English

Q Level 5 (Reg.: 15/002105/L5) Validity Period: 01 Sep 2015 - 31 Aug 2029

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)

\$ 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

Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK



2910 7619 / 2867 8493

hull.mmg@hkuspace.hku.hk

This programme provides you with practical knowledge and vocational skills in marketing. You will be able to apply effective marketing strategies, digital and social media marketing techniques and persuasive communication tactics in different market environment and equipped with analytical skills and critical thinking ability. This programme will also help you to develop your critical thinking and analytical skills.

R All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection.

An applicant shall hold:

1. a Higher Diploma in Business, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
2. a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull;

For 1. and 2. above, applicants holding a related Advanced Diploma shall preferably have 2 years of work experience.

Applicants of 1. and 2. above are considered to have met the English requirements. In other cases, applicants should have proof of English proficiency by having:

- i) a Grade E in the Use of English in Hong Kong Advanced Level Examination (HKALE); or
- ii) Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill); or
- iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
- iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill); or
- v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

\$ HK\$13,250 per module
Application Fee: HK\$200

D 18 months

Q Level 5 (Reg. No.: 15/002103/L5) Validity Period: 01 Sep 2015 - 31 Aug 2029

Advanced Diploma in Marketing and Brand Management

Programme Code: MK002A

2867 8316



ADip.marketing@hkuspace.hku.hk

This programme provides a firm foundation to equip you with knowledge and skills in developing brand strategies and managing brands in a multi-cultural market environment. It also prepares you for higher education at degree level and career advancement in brand management in a competitive market environment.

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

D 20 months to max. 40 months

Q Level 4 (Reg. No.: 09/001369/4) Validity Period: 01 Feb 2009 - 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\$4,500 per module
Application Fee: HK\$150

D 20 months to max. 40 months

Q Level 4 (Reg. No.: 21/001283/L4) Validity Period: 01 Dec 2021 - on-going

Certificate for Module (Psychology of Advertising)

Programme Code: MK090A

2867 8316



ADip.marketing@hkuspace.hku.hk

The programme is to provide students with the basic knowledge to evaluate advertising from the perspective of psychology in attitude change.

\$ HK\$4,800
Application Fee: HK\$150

D 42 hours

Q Level 4 (Reg. No.: 22/000708/L4) Validity Period: 01 Sep 2022 - on-going

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

D 33 hours

Q Level 4 (Reg. No.: 22/000707/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。

Advertising, Media Planning and Marketing Communications

廣告、媒體策劃及營銷傳播

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

Certificate for Module (Digital Branding and Experiential Marketing)

Programme Code: MK093A

2867 8499 / 2867 8493

ec.marketing@hkuspace.hku.hk

本課程旨在為學員講解中小企業如何使用新科技提升顧客的品牌體驗，了解在本地、中國內地及環球國際品牌的管理模式、評估及規劃品牌的市場定位，讓學員掌握在數碼時代塑造品牌和建立實用營銷及傳媒活動的策略。

申請人應該：
1. 完成香港中學文憑課程；或
2. 完成香港中學會考課程；或
3. 年滿 21 歲或以上及具有最少兩年相關工作經驗。申請人如持有其他同等資格，學院將按個別情況考慮。

HK\$7,800 per programme
Application Fee: HK\$150

30 hours Cantonese, suppl with teaching materials in Eng

Level 3 (Reg. No.: 23/000505/L3) Validity Period: 01 Jun 2023 - on-going

Certificate for Module (Crisis Marketing Strategy in Challenging Times)

Programme Code: MK103A

2867 8499

ec.marketing@hkuspace.hku.hk

The objective of this programme is to equip students with the knowledge and skills necessary to market products and services during challenging times. This includes understanding the unique challenges and opportunities that arise during crises and developing strategies to navigate these situations.

HK\$8,000

30 hours English

Level 4 (Reg. No.: 26/000267/L4) Validity Period: 01 Mar 2026 - on-going

大灣區餐飲業市場發展攻略

課程編號：MKTG9230

2867 8499

ec.marketing@hkuspace.hku.hk

本課程將教授創業者在大灣區開展餐飲業的重要市場規劃技巧，包括最新內地餐飲文化、流行文化、網紅行銷的最新趨勢及應用數碼市營銷去增加客源。最新熱話的餐飲業機會和挑戰，例如品牌的可持續性、如何減廢及社會與企業管治 (ESG) 以應對中央政府漸趨嚴格的環保法規。餐飲業者、創業者及與餐飲業相關工作者，修讀課程後能了解品牌形象和飲食文化等經營技巧，以協助他們更容易制定適合當地的市場規劃，使其品牌能在大灣區作永續的發展。

HK\$3,800

2 個月 粵語

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 Event Management)

Programme Code: MK094A

2867 8315

pgdip.marketing@hkuspace.hku.hk

This programme provides a comprehensive training in the corporate event world. Students will learn how to plan and manage all types of corporate events for the clients and the key corporate event planning components, from working out logistics to aligning events with company goals.

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

30 hours English

Level 6 (Reg. No.: 23/000836/L6) Validity Period: 01 Oct 2023 - on-going

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
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

Certificate for Module (Integrated Marketing and Brand Communications)

Programme Code: MK096A

2867 8315

pgdip.marketing@hkuspace.hku.hk



This programme focuses on the use of effective marketing communication tools to build a brand. It aims to design the brand elements and plan strategically its architecture, use marketing mix strategies appropriately to develop a brand or revitalise a brand for success.

- 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 30 hours English

Q Level 6 (Reg. No.: 23/000838/L6) Validity Period: 01 Oct 2023 - on-going

Artificial Intelligence, Big Data and Marketing Data Analytics

人工智能，大數據及市場營銷數據分析

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 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

cmmarketing@hkuspace.hku.hk



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; 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 English

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