

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

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 (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

42 hours English

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

30 hours English

Level 4 (Reg. No.: 24/000921/L4) Validity Period: 01 Dec 2024 - on-going

AI Marketing Bootcamp: Mastering Product Visuals and Cinematic Videos

Programme Code: MKTG9241

2867 8499 / 2867 8471

ec.marketing@hkuspace.hku.hk

- FULL-STACK AI CREATIVE WORKFLOW: Seamlessly transition from AI scriptwriting and enhanced product photography to digital avatar generation and cinematic video production.
- "PRODUCT PHOTO TO CINEMATIC AD" IN ONE DAY: This intensive, studio-style lab focuses on concrete execution, ensuring you leave with tangible, high-quality outputs.
- LEADING AI TOOL INTEGRATION: Gain hands-on experience with a professional tool stack including ChatGPT, Kling AI, HeyGen, ElevenLabs, and CapCut.
- ENHANCED COST AND TIME EFFICIENCY: Learn workflows that can enable 20-30% cost reductions and compress production cycles from days to hours.
- "SPEED TO MARKET" CHALLENGE: Put your skills to the test in a 60-minute finale where you will produce a complete ad suite for a "Mystery Product".

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.

HK\$2,400

7 hours Cantonese, suppl with English

AI-Powered Marketing Tactics

Programme Code: MKTG9239

2867 8499 / 2867 8471

ec.marketing@hkuspace.hku.hk

- Master AI marketing tools in this 4-session HKU SPACE course starting Apr 2026
- Learn how to turn AI from a buzzword into practical marketing tactics you can apply immediately in your job or business.
 - Short concept briefings followed by live demos and guided hands-on practice using your own laptop.
 - Real marketing examples and ready-to-use prompts that participants can take back to their job or business immediately.

Who this course is for

- Marketing executives, digital marketers and social media staff who are new to AI but want to start using it effectively in daily work.
- Business owners and SME managers who have heard about AI marketing but are unsure where to start and want simple, practical tools to boost ROI.
- Professionals in advertising, e-commerce or in-house marketing teams who want a structured, beginner-friendly path into AI-powered marketing tactics.

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.

HK\$3,800

16 hours Cantonese, suppl with English

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.

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.

HK\$6,950
Application Fee: HK\$200

3 months Cantonese, suppl with teaching materials in Eng

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)

Age 18 or above

HK\$1,800

1 day 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) F Fee 學費 D Duration 修學期
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