

# Brand Management, Luxury Branding and Fashion Marketing

## 品牌管理、奢侈品牌建設及時裝營銷

### Postgraduate Diploma in Fashion Marketing and Management

Programme Code: MK071A

☎ 2867 8315 / 2867 8313

✉ pgdipmarketingpt@hkuspace.hku.hk



This postgraduate Diploma is designed to provide opportunities for marketing or retailing practitioners in the fashion business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the fashion business.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university; or
  - hold relevant and recognized professional qualifications and have three years of relevant work experience.
- and
- 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:
    - 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
    - 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\$6,200 per module  
Application Fee: HK\$150

**D** 1 to 2 years



**Q** Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 - on-going

### Postgraduate Diploma in Luxury Services and Brand Management

Programme Code: MK070A

☎ 2867 8315 / 2867 8313

✉ pgdipmarketingpt@hkuspace.hku.hk



This Postgraduate Diploma is designed to provide opportunities for practitioners in the luxury goods and services business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the luxury business sector.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university; or
  - hold relevant and recognized professional qualifications and have three years of relevant work experience.
- and
- 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:
    - 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
    - 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\$6,200 per module  
Application Fee: HK\$150

**D** 1 to 2 years



**Q** Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 - on-going

### Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK



☎ 2910 7619 / 2867 8493

✉ hull.mmg@hkuspace.hku.hk

For details, please refer to p.306

### Bachelor of Arts (Hons) Marketing and Management

Programme Code: MK025A

The University of Hull, UK



☎ 2910 7619 / 2867 8493

✉ hull.mmg@hkuspace.hku.hk

For details, please refer to p.305

### Certificate for Module (Fashion Retail Buying)

Programme Code: MK077A

☎ 2867 8313 / 2867 8315

✉ cmmarketing@hkuspace.hku.hk



This programme aims to enhance the skills for those working in the fashion industry in the areas of retailing, buying and/or merchandising. Participants will learn the structure of the global fashion market, trend research, buying functions, range planning, sales analysis and profit management.

- 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\$6,900  
Application Fee: HK\$150

**D** 30 hours



**Q** Level 5 (Reg. No.: 21/000098/L5) Validity Period: 01 Feb 2021 - on-going

### 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.

- 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.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

### Advanced Diploma in Marketing and Brand Management

Programme Code: MK002A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk



For details, please refer to p.306

**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。

# Brand Management, Luxury Branding and Fashion Marketing

## 品牌管理、奢侈品牌建設及時裝營銷

### 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.

**D** 42 hours

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

### Certificate for Module (Digital Branding and Experiential Marketing)

Programme Code: MK093A

☎ 2867 8499 / 2867 8493

✉ ec.marketing@hkuspace.hku.hk

For details, please refer to p.307

### 證書 (單元：奢侈品市場及投資)

課程編號：MK092A

☎ 2867 8313 / 2867 8315

✉ cmmarketing@hkuspace.hku.hk

本課程透過了解奢侈品的歷史、文化及市場分析，讓學員明白各類奢侈品的特色和品牌，分析其收藏價值、行業趨勢和前景。透過教授相關的知識和實例分享，學員能夠因應家族辦公室的高端客戶需要，策劃更佳的奢侈品買賣和投資。

**R** 申請人應持有副學士學位/高級文憑或同等學歷。  
申請人如持有其他同等學歷：或21歲以上及擁有三年理財及財富管理相關工作經驗者，學院將會作個別考慮。

**\$** HK\$7,800  
報名費用：HK\$150

**D** 30小時

**E** 粵語輔以英語

**Q** 資歷架構級別：3 資歷名冊登記號碼：23/000237/L3  
資歷名冊登記有效期：2023年4月1日 - 持續有效

### 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

**D** 4 months

**E** English

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

# Digital Marketing, Social Media and Content Management

## 數碼營銷，社交媒體及內容管理

### Postgraduate Diploma in Digital and Social Media Marketing

Programme Code: MK004A

☎ 2867 8315

✉ pgdipmarketingpt@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.

**\$** HK\$6,200 per module  
Application Fee: HK\$150

**D** 12 months to 24 months

**E** English

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

### Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK

☎ 2867 8315

For details, please refer to p.305

✉ enumscmarketing@hkuspace.hku.hk

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](http://hkuspace.hku.hk)