

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:
- (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
- 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 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

NCR1

☎ 2867 8315

✉ enumscmarketing@hkuspace.hku.hk

For details, please refer to p.305

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

Master of Science in Marketing with Digital Strategy

Programme Code: MK079A

Edinburgh Napier University, UK



2867 8315

enumsmarketing@hkuspace.hku.hk

The MSc in Marketing with Digital Strategy is a two-year part-time programme jointly offered by Edinburgh Napier University and HKU SPACE. The programme equips students with the digital skills and strategic marketing knowledge to meet current demand for people who can thrive in the digital business environment. Suitable for those with no previous marketing knowledge, this higher degree will increase students' employability, empowering students to have the confidence and knowledge to meet employers' present and future digital and marketing needs, and give students the advanced digital skills necessary to develop new business and marketing opportunities.

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

24 months to 28 months

English

MSc Digital and Social Media Marketing

Programme Code: MK078A

University of Plymouth, UK



2867 8315

msc.digitalmarketing@hkuspace.hku.hk

The MSc Digital and Social Media Marketing programme is jointly offered by University of Plymouth and HKU SPACE. This programme will deliver a mix of new and best practice in contemporary digital and social media marketing, along with significant communications insight and strategic insight into the digital sector. This will benefit both business and non-business graduates who want to move into a more digital role in their career and/or develop as digital marketing specialists.

Applicants should have:

- a bachelor's degree, awarded by a recognized institution, of at least second-class honours; OR
 - a professional qualification recognized as equivalent to a bachelor's degree.
- 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 6.5 or above in the IELTS with a minimum of 5.5 in any element; or
 - an overall score of 90 or above in the TOEFL iBT;
 - HKDSE Examination English Language at Level 4 or above; or
 - HKALE Use of English at Grade C or above; or
 - equivalent qualifications.

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

HK\$118,000
Application Fee: HK\$200

18 months

English

Advanced Diploma in Digital and Social Media Marketing

Programme Code: MK052A

2867 8316

ADip.marketing@hkuspace.hku.hk



Digital and social media revolution has transformed the marketing industry. The Advanced Diploma in Digital and Social Media Marketing is designed to equip you with the latest marketing knowledge and practices in digital, social media, mobile marketing, search engine optimization (SEO), search engine marketing (SEM), content and video marketing, market analytics, etc. The programme also prepares you for further education at degree level and career advancement.

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

20 months to max. 40 months

English

Level 4 (Reg. No.: 15/003663/L4) Validity Period: 17 Dec 2015 - on-going

Certificate for Module (Integrated Marketing and Brand Communications)

Programme Code: MK096A

2867 8315

pgdip.marketing@hkuspace.hku.hk



For details, please refer to p.308

Executive Certificate in Social Media and Digital Marketing Analytics

Programme Code: EP096A

2867 8499

ec.marketing@hkuspace.hku.hk



For details, please refer to p.309

Certificate for Module (Psychology of Advertising)

Programme Code: MK090A

2867 8316

ADip.marketing@hkuspace.hku.hk



For details, please refer to p.306

Certificate for Module (Digital Marketing Planning and Analytics)

Programme Code: MK088A

2867 8316

ADip.marketing@hkuspace.hku.hk



For details, please refer to p.309

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

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。

NCR3

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。

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。

Digital Marketing, Social Media and Content Management

數碼營銷，社交媒體及內容管理

Certificate for Module (Digital Reputation Management)

Programme Code: MK095A

☎ 2867 8315

✉ pgdip.marketing@hkuspace.hku.hk



Digital reputation management (DRM) is the practice of crafting strategies that shape or influence the public perception of an organisation, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

💰 HK\$5,900 per module
Application Fee: HK\$150

D 30 hours

🇬🇧 English

Q Level 6 (Reg. No.: 23/000837/L6) Validity Period: 01 Oct 2023 - on-going

Certificate for Module (Big Data and Artificial Intelligence Marketing)

Programme Code: MK083A

☎ 2867 8313 / 2867 8315

✉ cmmarketing@hkuspace.hku.hk



For details, please refer to p.308

AI Marketing Bootcamp: Mastering Product Visuals and Cinematic Videos

Programme Code: MKTG9241

☎ 2867 8499 / 2867 8471

✉ ec.marketing@hkuspace.hku.hk



For details, please refer to p.309

AI-Powered Marketing Tactics

Programme Code: MKTG9239

☎ 2867 8499 / 2867 8471

✉ ec.marketing@hkuspace.hku.hk



For details, please refer to p.309

Executive Certificate in Digital and Social Media Marketing

Programme Code: EP120A

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk



This programme focuses on the practical aspects of designing and planning a digital and social media marketing campaign, as part of the overall marketing strategy.

R 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\$6,300
Application Fee: HK\$150

D 3 months

🇬🇧 Cantonese, suppl with teaching materials in Eng

Google Analytics

Programme Code: MKTG9200

S

☎ 2867 8313

✉ cmmarketing@hkuspace.hku.hk



This programme aims to enhance the skills and concepts for digital marketers who do not have web programming background. Participants will learn the Google Analytics (GA) setup, operation, and tools to perform data analysis, visualization, reporting, and gain insights from customer behaviour to enhance the effectiveness of digital marketing.

R Age 18 or above

💰 HK\$1,800

D 1 day

🇬🇧 English

Google Ads Platform

Programme Code: MKTG9208

S

☎ 2867 8313

✉ cmmarketing@hkuspace.hku.hk



This workshop is designed for people who advertise on the greater Google environment. Participants will learn to use Google Ads Platform to manage their advertisements on AdWords, YouTube, Google Display Network, and Gmail.

R Age 18 or above

💰 HK\$1,800

D 1 day

🇬🇧 English

Power Up 營銷工作坊：網紅及直播營銷致勝攻略

課程編號：MKTG9211

☎ 2867 8499

✉ ec.marketing@hkuspace.hku.hk



Power Up 營銷工作坊 — 幫助營銷人員和小企業老闆找到合適的營銷解決方案，並為 COVID-19 後經濟復甦作準備的一系列工作坊。

打響頭炮的是有關意見領袖營銷的課程。隨著 KOC (關鍵意見消費者) 的崛起，這種營銷方法亦得到更多的關注。越來越多品牌與社交媒體上的 KOL/KOC 合作為與其目標客戶產生共鳴。另外，隨著直播的日益普及，越來越多公司正在利用這些工具來製作有趣的內容，以直接與客戶互動。

💰 HK\$1,800

校友優惠/預早報名優惠：HK\$1,600

D 1 日

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

🇬🇧 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

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