

E-commerce and Omnichannel Retailing

電子商務及全渠道零售

Advanced Diploma in Marketing and Retail Management

Programme Code: MK030A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

For details, please refer to p.307



Certificate for Module (Shopper Relations and Customer Services)

Programme Code: MK087A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

For details, please refer to p.307



Certificate for Module (E-commerce Operations)

Programme Code: MK085A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

Online shopping significantly surged during the pandemic. It's important for online retailers to set up effective e-commerce operations which can directly improve its consumer experience and profitability. The programme is designed to provide students with basic knowledge about e-commerce operation and management including business concepts, business strategies and operations. It also equips students with the knowledge of e-commerce security and operations covering online payment setup, inventory management, logistics and order fulfillment.

💰 HK\$4,800
Application Fee: HK\$150

🕒 36 hours

🌐 English

📅 Level 4 (Reg. No.: 22/000706/L4) Validity Period: 01 Sep 2022 - 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 (Retail Management and Operations)

Programme Code: MK073A

☎ 2867 8316

✉ ADip.marketing@hkuspace.hku.hk

For details, please refer to p.311



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
Application Fee: HK\$150

🕒 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

For details, please refer to p.306



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：14/00351/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

For details, please refer to p.311

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：14/00351/L2
資歷名冊登記有效期：2014年11月4日 - 持續有效

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。