

Postgraduate Certificate in Shopper Marketing and Retail Management (PgCert in SMRM)

Mode of Study:	Part-time
Programme Leader:	Mr. Bryan Ng
Programme Coordinator:	Mr. Marius Chow (Tel: 2975 5633)
Programme Launch Date:	June 2019
Application Deadline:	31 May 2019

Introduction

This programme aims to help students get familiar with the most up-to-date trends in both shopper marketing and retail management. After completion of the programme, students will be able to apply shopper marketing and retail management related concepts to create unique shopper experience for sales generation. The relevant concepts including communication models for products and shops to target at the shoppers, selected and major aspects of managing a retail business, and the long-term relationship development after purchase will be taught. The programme also focuses on the knowledge and understanding of shopper experience managing mechanism so that students can improve the overall service quality and increase business return for their companies.

On completion of the programme, students should be able to:

1. Apply the relevant shopper marketing and retail management concepts to enhance shopper experience;
2. Identify customer's needs and develop appropriate retail marketing plan;
3. Employ appropriate channels and tactics to promote products and retail brands;
4. Design appropriate shopper experiential strategy to enhance revenue and loyal customers of retail business.

Who Should Attend

PgCert in SMRM Programme is most suitable for middle to senior management in:

1. Retail Branding
2. Retail Business Management
3. Shopper Marketing
4. Emerging Retail Channels

Our Field Lecturers

This programme is delivered by a highly-selected group of domain experts with 15+ years of experience in the field.

Modules Learning Objectives

Module 1: Experiential Retailing Strategy

1. Evaluate the competitive advantages of a retail organization and suggest the best competition mix
2. Conduct in-depth study of the main components in retail units and design experiential retailing strategies
3. Apply service profit chain concept to analyze the relationship between enterprise and customers; and make recommendations to improve the profitability
4. Deploy plans to improve customer experience and employee satisfaction

Module 2: Shopper Marketing and Brand Communication

1. Rigorously analyse shopper characteristics, retail brand strengths and weaknesses and set up development programmes
2. Make basic value estimation and assess retail brand equity
3. Develop long-term plans to enhance the brand value by employing different marketing communication tools
4. Establish brand maintenance measures and crisis prevention mechanism

Module 3: Shopper Psychology and Experience

1. Differentiate and apply various shopper psychological theories and concepts to depict and select targeted shoppers
2. Implement various frameworks and methodologies to develop a comprehensive shopper-based journey
3. Optimize Omni-channel experiences against various shopper journeys, retail formats, and product categories
4. Establish timely and precise shopper experiences under different delivery modalities and brand considerations

Module 4: Omni-Channel Strategy

1. Develop plans to ensure that both the online and offline retail channels have a unified corporate image
2. Assign roles and scopes of the online and offline retail channels
3. Employ collaborative retail models to enhance customer service
4. Assess online and offline retail profit models to achieve maximum returns of the enterprise

Module 5: Leadership and People Management

1. Develop job description and specifications for different roles and duties in retail enterprise staffing
2. Train the right staff to enhance the quality of service
3. Establish effective employee incentive systems

- Evaluate retail staff performance in providing quality shopper experience and make recommendations for improvement

Module 6. Shopper Engagement and Loyalty

- Examine and recommend the shopper loyalty enhancement programmes
- Employ customer engagement concept to establish long-term customer relations programme
- Segment customers with reasonable and effective ways and establish the appropriate service standards
- Steer good customer engagement as enterprise future development direction

Assessment for Each Module

- Group assessment
- Individual assessment

Schedule

MODULES / WORKSHOPS	DATES & TIME *
Orientation Workshop	15 June (Sat) 2:00pm – 4:00pm
Module 1 Experiential Retailing Strategy	6 -7 July (Sat and Sun) 9:00am – 7:00pm
Module 2 Shopper Marketing and Brand Communication	30 Aug and 1 Sep (Sat and Sun) 9:00am – 7:00pm
Module 3 Shopper Psychology and Experience	12 – 13 Oct (Sat and Sun) 9:00am – 7:00pm
Professional Workshop 1	9 Nov (Sat) 2:00pm – 6:00pm
Module 4 Omni-channel Strategy	23 – 24 Nov (Sat and Sun) 9:00am – 7:00pm
Module 5 Leadership and People Management	11 – 12 Jan 2020 (Sat and Sun) 9:00am – 7:00pm
Professional Workshop 2	22 Feb 2020 (Sat) 2:00pm – 4:00pm
Module 6 Shopper Engagement and Loyalty	28 – 29 Mar 2020 (Sat and Sun) 9:00am – 7:00pm

*Schedule of the programme is subject to change and will be discussed with students

Module Duration

18 hours for each module | 9:00 am - 7:00 pm (Sat and Sun)

Lunch Session: 1:00pm - 2:00pm

Class Venue

Island Side Learning Centre

Entry Requirements

Applicants shall hold a bachelor's degree awarded by a recognized institution with 3 years' relevant work experience.

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. HKALE Use of English at Grade E or above; or
- iv. HKDSE Examination English Language at Level 3 or above; or
- v. equivalent qualifications.

Applicants with other qualifications and relevant work experience will be considered on individual merit.

Application and Course Fees

The tuition fee for the May 2019 intake is HK\$30,000 and the application fee is HK\$150. Students are required to pay the application fee with completed application form (SF26) and relevant documents to the Academy through our learning Centre or by Post. Students who receive the programme admission notification shall pay the tuition fee in full payment.

Financial Assistance

1. BEA HKU SPACE MasterCard Cardholder may enjoy 10-month interest-free instalment.
2. Hong Kong permanent residents may be eligible to apply for the Extended Non-Means-Tested Loan Scheme (ENLS) from the Student Finance Office of the HKSAR.



Continuing Education Fund

This programme has been included in the list of CEF reimbursable courses.

Application for CEF has to be made before commencement of the programme.

Application Timetable

Application Deadline: 31 May 2019

Proposed Date of Commencement: 15 June 2019

Application Procedure

To register, please complete and return Application Form (SF26) with supporting documents to sea@hkuspace.hku.hk, or by post to 8/F, T. T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong. Alternatively, please submit the application form to the enrolment counter of our learning centers in person.

Contact Us

HKU SPACE Executive Academy

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Headquarters

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