

# Advanced Diploma Series in Marketing

Advanced Diploma in **Marketing and Brand Management** 

Advanced Diploma in **Marketing and Retail Management** 

Advanced Diploma in **Digital and Social Media Marketing** 

Advanced Diploma in **Marketing, Advertising and Public Relations** 

MARKETING

Inspiring Your Future

Business Education @ **HKUSPACE**

# Advanced Diploma in Marketing and Brand Management

## Programme Objectives

- Provide a firm foundation to equip students with knowledge and skills in **developing brand strategies and managing brands, product management, marketing management, advertising, and marketing communications** in a multi-cultural market environment.
- Sharpen students marketing knowledge in **brand building and management, customer loyalty, manage customer brand experience** through effective marketing communication through both digital and social media marketing as well as advertising and promotions.
- Prepare students for **higher education** at degree level and career advancement in brand management in competitive market environment.



QF Level : 4  
QR Registration No. : 09/001369/4  
QR Registration Validity Period : 01 Feb 2009 - on-going

## Programme Information

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.

### Duration

**Minimum 20 months**

# Advanced Diploma in Marketing and Retail Management

## Programme Objectives

- Equip students with new retail management knowledge and skills for **multichannel retailing through in-store, online and mobile retailing, etc**
- Cover the whole retail management process which includes **multichannel retailing, customer relationship, supply chain management, merchandising and inventory control, information systems in retail operations, retailing staff management, store layout and merchandise presentation**, and the integration of different functional areas.
- Train up students with the knowledge and skills required for further **career advancement** in the competitive retailing business and pave way for **higher education in degree level**.



QF Level : 4  
QR Registration No. : 09/001365/4  
QR Registration Validity Period : 01 Feb 2009 - on-going

## Programme Information

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.

### Duration

**Minimum 20 months**

# Advanced Diploma in Digital and Social Media Marketing

## Programme Objectives

- Equip students 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.**
- Acquire a basic understanding of **digital and social media marketing theories.**
- Enable students to apply the knowledge to day-to-day digital marketing operations at work.
- Prepare students for **further education at degree level** as well as **career advancement** in digital and social media marketing.



QF Level : 4  
QR Registration No. : 15/003663/L4  
QR Registration Validity Period : 17 Dec 2015 - on-going

## Programme Information

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.

### Duration

**Minimum 20 months**

# Advanced Diploma in Marketing, Advertising and Public Relations

## Programme Objectives

- Provide students with the **principles, theories and practices in marketing, advertising and public relations.**
- Enable students to acquire a basic understanding of **marketing, advertising and public relations** and be able to take a holistic approach to orchestrate these knowledge and skills to day-to-day operations at work.
- Prepare students for **further education** as well as **career advancement** in the marketing and public relations areas.



QF Level : 4  
QR Registration No. : 21/001283/L4  
QR Registration Validity Period : 01 Dec 2021 - on-going

## Programme Information

- This programme consists of **10 modules** which can be completed within 5 terms of part-time study.
- All modules are 33 to 36 hours with face-to-face lectures.
- Assessments will be a combination of continuous assessment and final examinations.

### Duration

**Minimum 20 months**

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## Entry Requirements

### 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; OR
- hold a certificate in the marketing, business or related discipline; OR
- be aged at least 21 with 3 years of relevant work experience.

## Programme Intakes



- 3 Terms a year (July, November, March)

## Fee

- Application Fee: \$150, non-refundable
- Course Fee: \$4,000 per module (Subject to change)



# Programme Structure

|    | Advanced Diploma<br>in Digital and Social<br>Media Marketing<br><b>4</b>                                                          | Advanced Diploma<br>in Marketing and<br>Retail Management<br><b>4</b>                                                 | Advanced Diploma<br>in Marketing and<br>Brand Management<br><b>4</b>                                                                           | Advanced Diploma in<br>Marketing, Advertising<br>and Public Relations<br><b>4</b>                                       |
|----|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| 1  | Principles of Marketing                          | Services Marketing                   | Principles of Marketing                                     | Services Marketing                   |
| 2  | Digital and Social Media Marketing             |                                                                                                                       |                                                                                                                                                |                                                                                                                         |
| 3  | Multichannel Marketing Communications          |                                                                                                                       |                                                                                                                                                |                                                                                                                         |
| 4  | Consumer Behaviour                                                                                                                |                                                                                                                       |                                                                                                                                                |                                                                                                                         |
| 5  | Introduction to Branding                         | Public Relations and Event Planning  | Introduction to Branding                                    | Public Relations and Event Planning  |
| 6  | Psychology of Advertising                                                                                                         | Management Skills for Effective Manager                                                                               |                                                                                                                                                | Psychology of Advertising                                                                                               |
| 7  | Corporate Communication and Crisis Management                                                                                     | Shopper Relations and Customer Services                                                                               |                                                                                                                                                | Corporate Communication and Crisis Management                                                                           |
| 8  | E-Commerce Operations                          |                                                                                                                       | Marketing Research and Information                        |                                                                                                                         |
| 9  | Strategic Marketing for Omnichannel Retailing  |                                                                                                                       | Digital Advertising Communications and Campaign Planning  |                                                                                                                         |
| 10 | Digital Marketing Planning and Analytics       | Retail Management and Operations   | Strategic Brand Management                                                                                                                     | Multimedia Writing for Public Relations                                                                                 |



This course has been included in the list of reimbursable courses under the Continuing Education Fund.



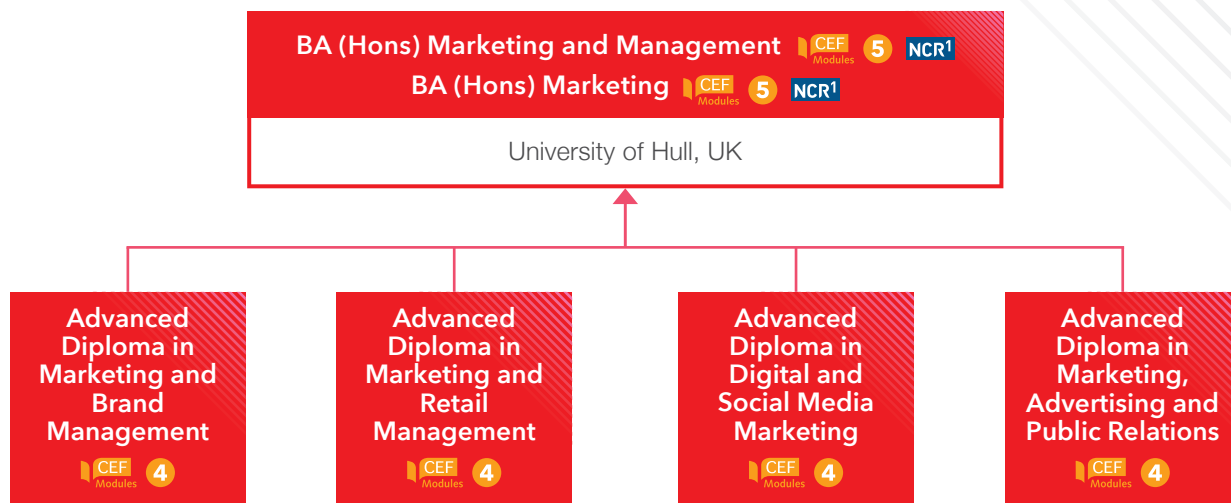
Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund



This course is recognised under the Qualifications Framework (QF Level 4)

If there is any inconsistency or ambiguity between this brochure and the programme website, the website shall prevail.

# Articulation Chart



Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund

This course is recognised under the Qualifications Framework (QF Level 5)

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

| Course                             | QF Level | QR Registration No. | QR Registration Validity Period: |
|------------------------------------|----------|---------------------|----------------------------------|
| BA (Hons) Marketing and Management | 5        | 15/002105/L5        | 01 Sep 2015 - 31 Aug 2024        |
| BA (Hons) Marketing                | 5        | 15/002103/L5        | 01 Sep 2015 - 31 Aug 2024        |



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