HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

Inspiring Your Future
Business Education @ *HKUSPACE*

Executive Certificate in

Big Data and AI Marketing

EP139A

The programme aims to enhance the concepts and skills for modern marketers who wish to improve their job performances. Using real-world examples from various industries, participants will learn how Big Data and Artificial Intelligence transform marketers from reactive to proactive planners.

Programme Structure

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

1. Apply big data principles in marketing;

2. Develop innovative marketing strategies with effective prediction;

3. Implement marketing vision with AI solutions; and

4. Use the SMART approach to set KPIs and assessments.

Entry Requirement

Applicants shall hold:

(i)   a bachelor's degree; or

(ii)   an Associate Degree/ a Higher Diploma or equivalent, and have at least 2 years of work experience; or

(iii) relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

Course Fee

Application Fee: HK$150 (non-refundable)

Course Fee: HK$6,800

Early Bird / Alumni: HK$6,300

All fees are subject to change without prior notice.

Programme Delivery

Duration: 2 months

Time: 2 classes per week;
            3 hours per class
            Weekdays (7 – 10 pm)

Schedule is subject to change when necessary.

Enquiry   T: 2867 8315   F: 2861 0278   E: elsa.tam@hkuspace.hku.hk

Teaching and Learning Approach

The programme will be taught in part-time face-to-face mode. It consists of 30 hours of lectures/workshops and group presentation on weekday evenings. Lecturer will use real case studies for discussion and analysis. Learning experience will be further enhanced by requiring students to complete a group project. Medium of instruction is English supplemented with Cantonese.

Application Procedure

Apply online or in person:
Please bring along the following documents to any of our Enrollment Centre:

1. Completed application form (SF26)
2. Photocopy of HK Identity Card

Application Deadline

Applications are open throughout the year.

Programme Enquiries

For more programme details, please visit

https://hkuspace.hku.hk/prog/exe-cert-in-big-data-and-artificial-intelligence-marketing

Tel: 2867 8315
Email: elsa.tam@hkuspace.hku.hk

Enrolment Centres

Admiralty Learning Centre [ADC]
3/F., Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]
1/F., Fortress Tower, 250 King's Road., North Point, Hong Kong (Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]
1/F, HPCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]
2/F, 494 King's Road, North Point, Hong Kong (Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]
3/F., T.T.Tsui Bldg. The University of Hong Kong Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station)
3762 2222