

## 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.

### 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.

### 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.

### Programme Delivery

Duration: 2 months

Time: 1 class per week; 6 hours per class;  
Weekends (10am – 5 pm)

Schedule is subject to change when necessary.

## 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

### Programme Enquiries

For more programme details, please visit

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

Tel: 2867 8313

Email: [ws.chiu@hkuspace.hku.hk](mailto:ws.chiu@hkuspace.hku.hk)

### Application Deadline

Applications are open throughout the year.



## 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