

# Certificate for Module (Effective Digital Media Planning and Programmatic Advertising)



QF Level: 4

QR Registration No.: 21/001316/L4

QR Registration Validity Period: 01 Dec 2021 - on-going

The programme is developed to equip marketing executives and advertising industry practitioners, especially digital media buyers and planners, with professional credentials in digital media planning and programmatic advertising. It provides students with a solid foundation of knowledge in digital marketing ecosystem, digital media planning, buying, and selling, audience data for advertising, programmatic advertising and measurement on campaign effectiveness. It also prepares students for the examinations of the Interactive Advertising Bureau Digital Media Buying and Planning Certification and Digital Media Sales Certification.

This programme is offered in collaboration with IAB Hong Kong. IAB was founded in 1996 and headquartered in New York City. The organization is committed to professional development and elevating the knowledge, skills and expertise of the workforce in the digital media and advertising industry.

## Syllabus

1. IAB Digital Fundamental
  - New rules and the latest trends in digital marketing
  - Digital advertising communication strategies and formats
  - Digital advertising campaign planning and optimization - role of data, metrics and key performance indicators (KPIs)
2. IAB Digital Media Buying and Planning
  - Collaboration on campaign briefs
  - Creating media strategies
  - Executing and managing campaigns
3. IAB Data, Measurement & Media Selling
  - Data types in digital ecosystem (1P, 2P, 3P data)
  - Audience data for advertising
  - Campaign measurement (Quantity and quality)
  - Hong Kong Media selling landscape
4. IAB Programmatic 360
  - Technologies and transaction types
  - Supply-side providers and demand-side providers
  - Automation, campaign process and measurement strategies
5. Upcoming Trends in Digital Marketing
  - How the growth of e-commerce affects the trend in Digital Marketing
  - What do the leading brands do in NFT?
6. Hands-on Practices on Ad Placement and Generation of Ad Tags
  - Facebook Ads
  - Google Ads, Google Analytics, Google Tag Manager



## Tuition Fee

Application Fee: HK\$150 (non-refundable)

(IAB Hong Kong members may contact our programme staff for waiving the application fee)

Course Fee:

Total course fee : HK\$8,950

(CEF Course. Eligible students may reimburse up to 80% of course fee after fulfilling CEF's eligibility criteria.)

## Our Professional Teachers



**Coleman Lo**  
Head of Hong Kong,  
Hina Technology Co.  
Ltd.



**Helen Cheung**  
Business Director,  
Zenith



**Fergus Chan**  
Director of  
eCommerce,  
GroupM



**Roger Kan**  
Client Strategy  
Director, Cosmose  
Inc.



**Alex Lo**  
Lead Senior Client  
Strategy,  
Hong Kong & Taiwan  
The Trade Desk



**Stephen Leung**  
Agency Account  
Strategist,  
Google Customer  
Solutions



**Adrian Toy**  
Head of Agency,  
Google



**Ivan Yuen**  
Expertise and  
Innovation Media Lead,  
Fifty-five

## Programme Delivery

Duration: 40 hours in 10 weeks

## Application Procedure

- **Apply online;** or
- **In person:**  
Please bring along the following documents to any of our Enrollment Centers
  1. Completed application form
  2. Photocopy of HK Identity Card
  3. Original and copy of academic and work qualifications

## Other Related Programmes

- Executive Certificate in Digital and Social Media Marketing
- Executive Certificate in Digital and Content Marketing
- Executive Certificate in Social Media and Digital Marketing Analytics



## Programme Enquiries

For further programme details, please visit:



Tel: 2867 8499/ 2867 8493  
Email: [ec.marketing@hkuspace.hku.hk](mailto:ec.marketing@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