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

Certificate for Module Series

Marketing

Certificate for Module (E-commerce Operations) 4
Certificate for Module (Strategic Marketing for Omnichannel Retailing) 4
Certificate for Module (Shopper Relations and Customer Services) 4
Certificate for Module (Retail Management and Operations) 4
Certificate for Module (Psychology of Advertising) 4
Certificate for Module (Corporate Communications and Crisis Management) 4
Certificate for Module (Management Skills for Effective Manager) 4

HKU SPACE receives INTERNATIONAL RECOGNITION in QUALITY STANDARDS

HKU SPACE was awarded the ASIIN institutional accreditation seal to confirm that we fulfil the institutional, procedural and cultural requirements for good teaching and successful learning. Trust in us as your lifelong learning partner!

ASIIN Accredited Institution 2022-2023

Inspiring Your Future
Business Education@HKUSPACE

Certificate for Module

E-commerce Operations

4

Programme highlight

Online shopping significantly surged during the pandemic. It's important for online retailers to set up effective e-commerce operations which can directly improve its consumer experience and profitability. The programme is designed to provide students with basic knowledge about e-commerce operation and management including business concepts, business strategies and operations. It also equips students with the knowledge of e-commerce security and operations covering online payment setup, inventory management, logistics and order fulfillment.

Programme Contents

- Introduction to E-commerce
- Unique Features of E-commerce Technology
- Types of E-commerce
- Infrastructure and Business Concepts of E-commerce
- E-commerce Security and Payment Systems
- E-commerce Business Strategies
- Mobile Commerce
- Inventory Management
- Logistics and Order Fulfilment

QF Level : 4
QR Registration No. : 22/000706/L4
QR Registration Validity Period :
01 Sep 2022 - on-going

Certificate for Module

Strategic Marketing for Omnichannel Retailing

4

Programme highlight

Students will learn the shopping behaviours by online vs physical shops, the latest trends and challenges in omnichannel retailing including live streaming e-commerce through KOL, cloud-based integrated data platforms to personalize customer experience, social commerce, etc.

Besides, students will also be equipped with the knowledge in marketing strategies for omnichannel retailing to attract shoppers and to effectively leverage online to offline retailing so as boost up the overall sales revenue of the company.

Programme Contents

- Traditional Retailing at a Glance
- Analysing the Contemporary Retail Environment
- The Characteristics of Offline and Online Shoppers
- The Behavioural Intention of Digital Consumers
- The Omnichannel Retailing Strategy
- Emerging Trend in Retail Technology to Enhance Customer Experience
- Marketing Strategies for Omnichannel Retailing
- Marketing and Promotion
- Merchandising and Pricing

QF Level : 4
QR Registration No. : 22/000710/L4
QR Registration Validity Period :
01 Sep 2022 - on-going

Certificate for Module

Shopper Relations and Customer Services

4

Programme highlight

It is crucial for companies to build long-lasting customer relationships which can be leveraged to expand their loyal customer base, extend their market share, and to uplift sales income.

This programme is developed to equip our students with customer-centric services, customer relationship management (CRM), customer service communication skills, and service quality control, etc. in order to enrich the shopping experience of the customers and establish loyal customer base.

Programme Contents

- Understanding Shoppers' Relationships
- Managing Shopper Journey
- The Evolution of Customer Relationship Management (CRM)
- Managing Customer Experience
- Customer-Centric Service Skills
- Complaint and Service Recovery Management
- Customer Loyalty and Retention

QF Level : 4
QR Registration No. : 22/000709/L4
QR Registration Validity Period :
01 Sep 2022 - on-going

Certificate for Module

Retail Management and Operations

4

Programme highlight

This programme offers the students basic concept of retail operations and retail business management which include store location selection, store design and layout, merchandising display, manpower arrangement and training, and new retail technology, etc.

Programme Contents

- The World of Retailing
- Retailing in Digital Era
- Retail Planning
- Retailing Information Systems and Research
- Merchandise Management
- Store Layout and Design
- Managing People
- Managing the Post-90s
- Loss Prevention, Law and Ethics

QF Level : 4
QR Registration No. : 19/001093/L4
QR Registration Validity Period :
01 Oct 2019 - on-going

Certificate for Module

Psychology of Advertising

4

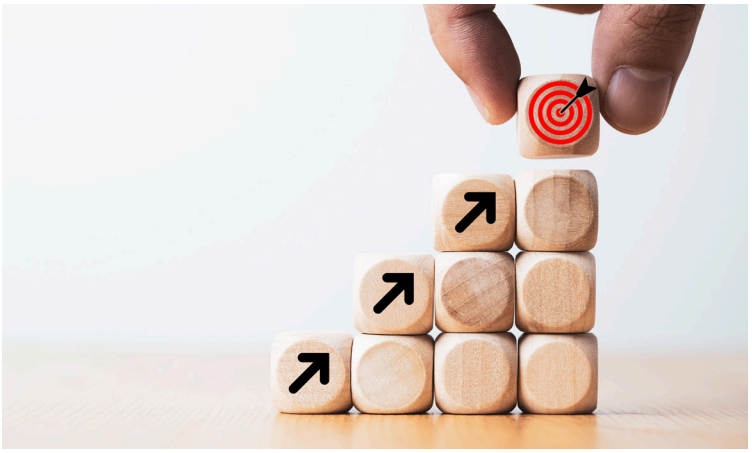
Programme highlight

This programme would enable students to elaborate the psychological aspects of the influence of advertising on consumer behaviour and identify appropriate advertising strategies for different target market.

Programme Contents

- Introduction to the Psychology of Advertising
- Information Acquisition and Processing of Advertising Message
- Effects of Advertisement on Consumers' Buying Behaviour
- Consumer Behaviour Changes without Changing Attitudes
- The Impacts of Online Advertising on Consumer Judgement and Choice
- Influence of Aging on Decision-making

QF Level : 4
QR Registration No. : 22/000708/L4
QR Registration Validity Period :
01 Sep 2022 - on-going



Certificate for Module

Corporate Communications and Crisis Management

4

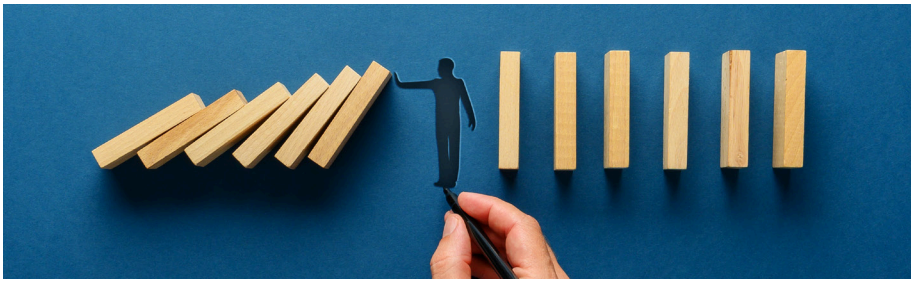
Programme highlight

Corporate communication plays an important role in building a positive perception among external and internal stakeholders of the company. This programme is designed to equip students with proper communication techniques for communication to media, investor, government, internal staff, etc. They will take proactive action to develop crisis communication plan before disaster strikes.

Programme Contents

- Corporate Communication in Changing Business Environment
- Communicating Strategically
- Corporate Responsibility
- Media Relations
- Internal Communications
- Investor Relations
- Government Relations
- Crisis Management
- Crisis Communications

QF Level : 4
QR Registration No. : 22/000704/L4
QR Registration Validity Period :
01 Sept 2022 - on-going



Certificate for Module

Management Skills for Effective Manager

4

Programme highlight

The programme is to develop students with self-management, interpersonal management and team management skills and prepare them to perform the role of a marketing manager.

The success of a business organisation depends very much on the quality of the people working in the organisation. This programme provides an opportunity for students to discover the attributes of an effective manager, how to nurture their management quality and competencies required to progress to play the role of an effective manager.

Programme Contents

- Self-Awareness and Self-Management
- Personal Time and Stress Management
- Problem Solving Skills
- Effective Communication Skills
- Managing Conflicts
- Effective Teams and Teamwork
- Presentation Skills

QF Level : 4

QR Registration No. : 22/000707/L4

QR Registration Validity Period :
01 Sep 2022 - on-going

Tuition Fee

Application Fee	Course Fee
HK$150 (non-refundable)	**HK$4,350** (Subject to change)

Entry Requirements

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

Duration

33-42 hours with face-to-face lectures

Enquiries

Email: ADip.marketing@hkuspace.hku.hk
Tel: 2867 8316/ 2867 8493

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