



Master of Science in  
**MARKETING**

Master of Science in  
**MARKETING** with  
**FESTIVAL and EVENT MANAGEMENT**

Master of Science in  
**MARKETING** with **SALES MANAGEMENT**

*in collaboration with*

Edinburgh Napier University, Scotland, UK

The University of Hong Kong  
School of Professional and Continuing Education  
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

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*Professional & Practical  
Marketing Master's Degree Programmes  
Enabling You to Specialise in  
Festival and Event Management /  
Sales Management  
Offered by  
Edinburgh Napier University, Scotland, UK &  
HKU SPACE in Hong Kong*

Edinburgh Napier  
UNIVERSITY  
MORNINGSIDE





## HKU SPACE

As the Extension Arm of the University of Hong Kong, the School of Professional and Continuing Education (HKU SPACE) provides learning opportunities for personal, professional and career advancement for people from all walks of life. With over 1,000 full-time staff members and some 2,100 part-time teachers, HKU SPACE is the leading local provider in continuing education. Course enrolments since 1956 have well exceeded two million and annual course enrolment often has exceeded 100,000. In 2012/13, this was equivalent to some 25,600 full-time equivalent students. The School collaborates closely with the other faculties and departments of the University to offer timely and relevant courses that meet society's needs to update education and skills for the knowledge economy.



## EDINBURGH NAPIER UNIVERSITY, SCOTLAND, UK

Founded in 1964 and granted university status in 1993, Edinburgh Napier University has since become one of the largest universities in Scotland, with over 17,000 enrolled students. Edinburgh Napier Business School offers a comprehensive range of general and specialised business programmes at undergraduate, Masters and Doctoral levels. The Business School's reputation for academic excellence is enhanced and supported by considerable research and consultancy in business and the strong links it maintains with industry. Around 2,500 of the Business School's 7,000 students are in Hong Kong, where it is long-established. Edinburgh Napier University is the largest provider of UK education in Hong Kong.







### Professor John Ensor

Head of School of Marketing, Tourism & Languages  
The Business School  
Edinburgh Napier University, Scotland, UK

The Business School, Edinburgh Napier University has been collaborating with the College of Business and Finance, HKU SPACE in offering a number of programmes at Bachelor's and Master's degree levels in Hong Kong for more than 10 years. All programmes lead to awards of Edinburgh Napier University.

The MSc in Marketing is one of the programmes which has been on offer in Hong Kong since 2000. This programme strikes a fine balance between theory and practice, truly a great choice for practicing professionals in pursuit of higher education. MSc in Marketing with Festival and Event Management and MSc in Marketing with Sales Management were added to the suite in 2010 and 2014 respectively. It was indeed our response to the growing importance of festival and event management and sales management as disciplinary areas.



### Dr Jane Ali-Knight

Director, Edinburgh Institute - Festivals, Events & Tourism  
School of Marketing, Tourism & Languages, The Business School  
Edinburgh Napier University, Scotland, UK

Edinburgh is the world's leading Festival city. The city boasts a comprehensive calendar of annual festivals and associated events. These include the renowned Edinburgh Festival Fringe, the world's largest arts festival; the Edinburgh International Book Festival; the Edinburgh International Film Festival, the Edinburgh International Festival, the Royal Edinburgh Military Tattoo and Edinburgh's Hogmanay. Due to this, research and professional development for the industry is also offered by Edinburgh Napier University's Edinburgh Institute for Festivals, Events & Tourism. The University's postgraduate programmes were developed to support international tourism and event management development in Edinburgh and we are delighted to make them available to Hong Kong professionals. The MSc in Marketing with Festival and Event Management enables our students to specialise in the festival and event management field.



### Dr Tony Douglas

Director, Edinburgh Institute - SALES  
School of Management, The Business School  
Edinburgh Napier University, Scotland, UK

Over the last few decades, selling has evolved from focusing on short term seller needs to longer term customer and seller needs. The role of the salesperson has evolved from one of provider, to persuader, to prospector, to problem solver and now to value creator. The objective of selling is now more likely and necessary to be one of building relationships and less of simply satisfying customer needs and closing a sales deal. The importance of selling skills to corporate performance and economic growth is increasingly recognised by corporations and governments. Moreover, the sales function does play a crucial role in the marketing planning and management process. The MSc in Marketing with Sales Management provides our students the opportunity to specialise in this field, by taking two modules and the Dissertation in this area.

*We look forward to welcoming you to these programmes, and wish you every success in your learning.*

# Master of Science in Marketing

## Master of Science in Marketing with Festival and Event Management

## Master of Science in Marketing with Sales Management

### PROGRAMME STRUCTURE

MSc in Marketing	MSc in Marketing with Festival and Event Management	MSc in Marketing with Sales Management	Credits
Principles and Practice of Marketing			20
Consumer Behaviour			20
Global Marketing	Global Marketing ^		20
Marketing Communications	Marketing Communications ^		20
Strategic Brand Management			20
International Business Event Management+	International Business Event Management	International Sales Management	20
-	International Festival and Event Management	Professional Selling and Sales Strategies	20
Direct and Digital Marketing+	Direct and Digital Marketing^		20
Research Methods			20
Dissertation			40

Total for a Master's degree 180

+ Option Module for MSc in Marketing students: choose one out of two

^ Option Module for MSc in Marketing with Festival and Event Management / MSc in Marketing with Sales Management students: choose one out of three.





## AWARD AND PROFESSIONAL RECOGNITION

Upon successful completion of the programme, you will be awarded:

1. A Master of Science Degree in Marketing/ Master of Science Degree in Marketing with Festival and Event Management/ Master of Science Degree in Marketing with Sales Management conferred by Edinburgh Napier University, which is equivalent to the corresponding degree conferred upon Edinburgh Napier graduates in the UK;
2. Eligibility for Chartered Institute of Marketing UK (CIM) membership as an Associate or Member (MCIM), depending on the level of your work experience;
3. The status of Chartered Marketer may be conferred following satisfactory completion of the required Continuous Professional Development (CPD) hours over two years. The CIM stipulate that you must also be a full Member of the CIM by the end of the CPD period. The CIM currently allow your study on this programme to count as CPD hours.



## WE VALUE YOUR PRIOR EXPERIENCE AND QUALIFICATIONS

Anyone interested in, or already pursuing, a career in marketing management will benefit from the extensive knowledge and understanding of strategic marketing gained during this programme. It will bring to you a whole new dimension to your thinking, job performance and, of course, your CV! Therefore, the admission requirements for the programme acknowledge that potential students may vary in their levels of experience or prior qualification. Our previous graduates have found that most of them have learnt a lot from the lectures and assignments, and perform well in the assessment.

**Inexperienced marketers** may enter if they have the right qualifications. Our special arrangements ensure that **experience in marketing or sales**, or **relevant prior qualification at postgraduate level**, also enable entry to the course, or **entry with exemption** (see Entry Requirements and Exemption Procedures).



## ENTRY REQUIREMENTS

Applicants should hold:

- An undergraduate degree at Honours level from a recognised university; OR
- An undergraduate degree from a recognised university PLUS no less than one year's experience in marketing or sales or three years general working experience; OR
- An appropriate professional qualification e.g. CIM Diploma in Marketing, HKU SPACE Diploma in Marketing awarded within the HKU system through HKU SPACE, PLUS no less than one year's experience in marketing or sales or three years general working experience.

**Entry as an Affiliate Student.** If you do not meet the above requirements, but have five or more years of marketing experience, you may enter as an Affiliate Student. Your application will be reviewed individually and, if successful, will allow you to study the two modules in the first trimester of the programme, Principles and Practice of Marketing and Consumer Behaviour, as an Affiliate Student. If you pass these modules, you will be able to proceed with the rest of the programme.

## EXEMPTION PROCEDURES

Exemption from enrolling on some modules is available: from Principles and Practice of Marketing and also from Consumer Behaviour or Marketing Communications, and may be granted through one of the following routes:

- By experience.** This exemption process is open to successful applicants with three or more years of marketing or sales experience and will be conducted under Edinburgh Napier's RPL for Credit procedures. These require a significant amount of preparation and involve an hour's interview in which you should demonstrate achievement of the Learning Outcomes of the appropriate modules through your work experience. The process should be completed **prior** to commencing the programme. You will be given details in a separate booklet.
- By qualification.** The exemption process will be conducted under Edinburgh Napier's RPL for Certificated Learning procedures. They are open to you if you have a postgraduate or Masters qualification with significant marketing content. These procedures have already been completed for the CIM Postgraduate Diploma in Marketing or HKU SPACE Postgraduate Diploma in Marketing; holders of this qualification therefore receive automatic exemption from the modules Principles and Practice of Marketing and Consumer Behaviour. Holders of MBAs often also qualify for exemption. Occasionally holders of other Masters degrees with extensive marketing content may be granted more than two exemptions.

Please note that neither of the above procedures guarantees automatic exemption (apart from the CIM or HKU SPACE-related programmes in (b) above); you are required to demonstrate that you have already achieved the Learning Outcomes of the modules. **A fee of HK\$1,100 will be charged for making an application for exemption.**



## TEACHING MODE

These programmes are offered in a part-time mode. Teaching for each module consists of five lectures (15 hours) and five tutorials (15 hours) conducted by Edinburgh Napier and HKU SPACE lecturers on weekday evenings and/or weekends. Each lecture will be of 3-hour duration, and these are taught over five consecutive days on both weekday evenings and weekends. The five 3-hour tutorials will be taught in the remainder of the trimester. (See Course Content for how the Direct and Digital Marketing and Dissertation modules are conducted).

## ASSESSMENT

Students are assessed by a combination of coursework assignments and final examinations; some have two assignments and no examination. The pass mark in all modules is 50 percent. For the dissertation module, each student will be assigned a supervisor to guide him/her in preparing for the dissertation. Students are expected to submit a dissertation of 12,000 to 15,000 words, which can demonstrate their ability to apply their knowledge in depth to a marketing or festival and event management, or sales management topic of their choice.





## PROGRAMME SCHEDULE

The programme is offered three times a year in February, June and October. Students will enrol on two modules per trimester and may complete the programme within a minimum of two years. Taught modules start in the above month and finish in May, September and January.

## PROGRAMME TEAM

### *Programme Leaders*

#### **Professor John Ensor**

Head  
School of Marketing, Tourism & Languages  
Edinburgh Napier University, Scotland, UK

#### **Mr. Michael Kong**

Programme Director  
College of Business and Finance, HKU SPACE

## COURSE FEE

### Full programme (8 modules)

Payable Prior to	Amount
Semester 1	<b>HK\$46,750</b>
Semester 3	<b>HK\$46,750</b>
Total	<b>HK\$93,500</b>

### Programme with two modules exempted

Payable Prior to	Amount
Semester 1	<b>HK\$39,600</b>
Semester 3	<b>HK\$39,600</b>
Total	<b>HK\$79,200</b>

The course fee covers charges for all lectures, tutorials, marking of assignments, registrations, examinations and assessment of dissertation. Students will also be entitled to a reader's ticket for access to the HKU libraries. Students will be required to cover the additional cost incurred due to late submission of assignment, re-sitting examination, resubmitting coursework, retaking a module, or resubmitting the dissertation.

## APPLICATION DEADLINE

### October Intake

Early September

### February Intake

Early January

### June Intake

Early May

## ENQUIRIES

Telephone : **28678315**

E-mail : [msc.marketing@hkuspace.hku.hk](mailto:msc.marketing@hkuspace.hku.hk)





## APPLICATION PROCEDURE

All applications must be accompanied by:

1. Two sets of certified true copies of all relevant academic and/or professional qualifications;
2. Two sets of certified true copies of testimonials or other documentary proof of the applicant's working experience;
3. A separate non-refundable crossed cheque of HK\$200 payable to 'HKU SPACE' as application fee.

Applicants are required to complete the attached APPLICATION FORM and submit it in person at one of the following HKU SPACE Enrolment Centres:

- |   |   |
|---|---|
| (i) HKU SPACE Admiralty Learning Cent<br>3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong<br>(Exit A, Admiralty MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3761 1111      Fax: 2559 4666               | (v) HKU SPACE Kowloon West Campus<br>38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),<br>Kowloon (Exit B, Mei Foo MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3762 4000      Fax: 2302 1609 |
| (ii) HKU SPACE HKU Campus<br>3/F, T.T. Tsui Bldg, The University of Hong Kong<br>Pokfulam Road, Hong Kong<br>Weekdays: 8:30 am to 6:00 p.m<br>Saturdays: closed<br>Telephone: 2975 5680      Fax: 2546 3538   | (vi) HKU SPACE Kowloon East Campus<br>1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon<br>(Exit B, Kowloon Bay MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3762 2222      Fax: 2205 5070           |
| (iii) HKU SPACE Fortress Tower Learning Centre<br>14/F., Fortress Tower, 250 King's Road<br>North Point<br>Hong Kong (Exit B, Fortress Hill MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: closed<br>Telephone: 3762 0888      Fax: 2508 9349 | (vii) HKU SPACE Po Leung Kuk Community College<br>(HPCC) Campus<br>1/F, HPCC Campus, 66 Leighton Road, Causeway Bay,<br>Hong Kong<br>Weekdays: 9:00 am to 5:30 pm<br>Saturdays: closed<br>Telephone: 3923 7171      Fax: 3923 7188            |
| (iv) HKU SPACE Island East Campus<br>2/F, 494 King's Road, North Point Hong Kong<br>(Exit B3, North Point MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3762 0000      Fax: 2214 9493                       |   |

Note: When submitting your application in person at any one of the HKU SPACE enrolment centres, please bring along the originals of your qualification certificates, transcripts and documentary proof of working experience for certification at the enrolment centres. Our Learning Centre staff are able to certify photocopies of the supporting documents. Late applications may only be considered at the discretion of the Programme Leader. Should you have any difficulties in submitting the necessary documents during the above-mentioned working hours, please feel free to let us know.



## COURSE CONTENT

(See Programme Structure above for which modules are available on which programme.)

### **MKT11908 Principles and Practice of Marketing 20 credits**

The aim of the module is to enable you to develop awareness, knowledge and understanding of fundamental marketing theory and practice. The marketing content will be explicitly grounded in critical theory, and focused directly on the practical marketing management issues of analysis, planning, organisation, implementation, and control, giving due consideration to international and societal dimensions across the range of types of organisations.

### **MKT11902 Consumer Behaviour 20 credits**

This module aims to develop your understanding of the ways in which customers purchase, interrelate and interact with organisations. You will develop skills in applying knowledge and develop a practical understanding of key marketing issues in consumer behaviour. This module also aims to provide you with a systematic understanding of the various influences upon consumer behaviour and a practical understanding of how consumer research techniques are used in the development of marketing strategy formulation.

### **MKT11904 Global Marketing 20 credits**

The aim of this module is to develop your knowledge and your advance learning in marketing but in a global context. Topic areas such as the global trading environment and its complexities, the global marketing mix and implementation of global strategies will be covered. Lectures will offer a strategic perspective & tutorials will use relevant case material. Both will help with learning and understanding of global marketing concepts.

### **SOE11939 International Sales Management 20 credits**

This module aims to lead and assist you through the many challenging issues that affect sales organisations today. Today's selling environment is complex and global, and managers are faced to deal with challenges relating to diverse workforces, different environments and sales management issues. This module delivers a multinational and multi-perspective approach.

### **SOE11933 Professional Selling and Sales Strategies 20 credits**

This module will help you critically investigate competencies needed of today's salespeople: - relationship builder, effective communicator, expectation setter and a competent negotiator. The module will assist you to develop a business case, evaluate customers, gather intelligence, identify options and prioritise needs. It will also help you examine other requirements of successful sales people: articulation of value, formalisation of change, facilitation of commitment, management of projects, resolution of issues, execution of plans, solving of problems, making of ethical decisions, managing knowledge, maximising personal time and using technology.

### **MKT11901 Marketing Communications 20 credits**

Organisations communicate with a wide range of stakeholders, traditionally using the techniques of advertising, sales promotion, personal selling, public relations and direct marketing. You will explore and critically analyse the underpinning concepts and develop a coherent communications strategy and plan.

### **MKT11903 Strategic Brand Management 20 credits**

This module will provide students with an understanding of branding from cultural and global perspectives, the design and implementation of brand strategy and long-term brand equity. It gives students the opportunity to demonstrate their creativity in devising and sustaining a brand.



## COURSE CONTENT

### **MKT11905      Direct and Digital Marketing      20 credits**

In this module you will examine the practice of Direct and Digital Marketing in UK and international contexts. This includes conventional “offline” media and fast-growing digital media utilising web-based, mobile and broadcast technologies. You will explore the main stages of campaign planning and the key issues facing practitioners in the area, including claimed paradigm changes in Marketing and increasing customer control. The Module Leader provides learning materials and 15 hours of classes; he conducts the rest of the module online.

### **TSM11903      International Conference Management      20 credits**

The conference industry is of huge global economic importance (Davidson and Cope, 2003). Business events play a significant role in generating tourism revenue for destinations, thus contributing towards economic prosperity. In this module, you will learn about the major stakeholders in the conference industry, and how they interact with one another. You will examine issues of supply and demand at all levels, and analyse the impact made by conferences on their chosen destination.

### **TSM11912      International Festival and Event Management      20 credits**

This module critically engages the students allowing them to consider both the socio-cultural role and economic impacts of international festivals and events, for organisations, policy makers, regions or localities. The module will cover a range of festivals and events within an international context. Major multi-arts, sporting and religious events such as the Edinburgh Festival, Commonwealth Games or Mela’s to small localised festivals and one-off events will be critically explored and the audiences for each type of event examined and evaluated. How some festivals and events, not aimed at tourists, have become tourist attractions in recent years will also be explored and challenged. Consideration will also be given to current issues and trends in festivals and events appraising the likely future demand and development of festivals and events worldwide.

### **SOE11931      Research Methods      20 credits**

How to undertake research in one or more areas of business and management, marketing, tourism, events and festival management, accounting and economics. You will be made aware of different approaches and methodologies of research. Instruction will be given on how to learn from relevant literature, design and plan research and collect appropriate data. Methods of how to analyse that data and form conclusions and recommendations will be taught. Emphasis is given on the writing up and dissemination of research. This will prepare you to pursue your own individual research on a topic relevant to your programme of study.

### **MKT11930      Dissertation      40 credits**

The overall aim of the dissertation is to give students an opportunity to demonstrate research ability and apply programme content to an extended study of a business topic. The work on a typical dissertation will consist of the following stages: carrying out a literature review, selective gathering of data, analysis of data, application of appropriate theoretical concepts from relevant subject disciplines to the accumulated data, critical analysis of the problem, development of conclusions and recommendations from the analysis; and compilation of a dissertation of 12,000 to 15,000 words that is presented in a manner which is appropriate to a Master’s Programme and may be useful to any organisations involved. Some preparation for the Dissertation is given in, and shortly after, the Research Methods module. You are then advised by a Dissertation Supervisor based in the UK, who liaises with you by email.

## GENERAL INFORMATION

- (1) Classes may also be held on public holidays.
- (2) Bad weather arrangement—For classes and examinations that have not yet started:  
If Tropical Cyclone Signal No. 8 or above or Black Rainstorm Warning is in force during the following time periods, or  
When an announcement is made by the Hong Kong Observatory that the Tropical Cyclone Signal No. 8 or above is likely to be issued during the following time periods, classes / examinations will be cancelled as indicated

6:00am - 10:59am	Classes / examinations that start before 2:00pm will be cancelled.
11:00am - 2:59pm	Classes / examinations that start between 2:00pm and 6:00pm will be cancelled.
3:00pm and onwards	Classes / examinations that start from 6:00pm will be cancelled.

For classes and examinations that have already started:	Classes	Examinations
When the Tropical Cyclone Signal No. 8 or above is in force	Immediately suspended	Continue until the end of that examination session unless otherwise announced by the School#
When an announcement is made by the Hong Kong Observatory that the Tropical Cyclone Signal No. 8 or above is likely to be issued within the next two hours	Continue until Tropical Cyclone Signal No. 8 is officially issued, then classes will be suspended immediately */#	Continue until the end of that examination session unless otherwise announced by the School */#
When Black Rainstorm Signal is in force	Continue#	Continue#

\* It will be the discretion of students, particularly those living in outlying islands or remoter areas, to leave earlier  
# all outdoor activities will be suspended

- (3) Unless a course is over-subscribed or cancelled, the following fees are not refundable: course fees, fees for re-sitting examinations, re-submitting course work, repeating studies and applications for exemptions.
- (4) Fees and places allocated on courses are not transferable. Fees quoted in this brochure may be subject to revisions even after admission onto these programmes without prior notice.
- (5) The School reserves the right to change the time and place of course meetings and to change the course tutor should this be necessary.
- (6) The School may exclude a student from class if his behaviour disturbs the class or if he does not follow instructions in class or as laid down by HKU SPACE. Eating, drinking and smoking are not allowed in class and within the School Centres.
- (7) Information contained in this brochure is accurate at the publication date. The course content and programme structure are subject to continuing development and changed circumstances may necessitate alteration or cancellation of the courses or the programme. HKU SPACE reserves the right to make changes at anytime, before or after a student's admission. As much notice as possible will be given of such changes, but the School cannot accept any liability arising out of or in connection with them.
- (8) The School has discretion to refuse to admit an applicant, or to refuse entry into classrooms for students not able to produce original course fee receipts for inspection.

Updated in August 2014





<input type="checkbox"/>	Master of Science in Marketing	MK43-809-00
<input type="checkbox"/>	Master of Science in Marketing with Festival and Event Management	MK43-819-00
<input type="checkbox"/>	Master of Science in Marketing with Sales Management	MK43-829-00

Intake :  October intake       February intake       June intake

## PERSONAL PARTICULARS

PERSONAL PARTICULARS		Surname		I		Given Name	
Name in Chinese				Name in English			
Title * Mr. / Ms. * Please delete the inappropriate				(Please use the same name as on your HK Identity Card)			
Date of Birth (DD / MM / YYYY)				HKID Card / Passport No.			
Nationality				Permanent HK Resident <input type="checkbox"/> Yes <input type="checkbox"/> No (if No, please see Notes to Non-local Applicants)			
Correspondence Address							
Home Telephone				Mobile Phone			
Office Telephone				Fax Number			
Email Address							
Current Occupation				Position			
Employer's Name / Address							
Emergency Contact Person In case of emergency, we may need to contact your family or friend. Please suggest.							
Contact Person				Phone			

ACADEMIC QUALIFICATION / PROFESSIONAL MEMBERSHIP (in chronological order)  
(add pages or attach your CV if necessary)

Please state qualifications relevant to the programme/course entry requirements you are applying for and attach the relevant proof of qualifications.

Institution / Professional Body	Award / Professional Qualification Received	Dates of attendance (From / To)	Part-time or Full-time

Please indicate whether you want to apply for exemptions: ☐ Principles and Practice of Marketing AND ☐ Consumer Behaviour OR ☐ Marketing Communications

## EMPLOYMENT HISTORY (in chronological order) (add pages or attach your CV if necessary)

Name of Employer	Job Title	Date (From / To)

### HKU SPACE ALUMNI

All new enrolled students in the School will automatically become ordinary members of the HKU SPACE ALUMNI. If you DO NOT WISH to be a member of the HKU SPACE ALUMNI, please check this box. ☐

### Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you. Special assistance required

☐ Yes ☐ No

### Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, where applicable, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in point 6 below then your contact details and related papers would be retained for such purposes) ; and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

### Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.

**If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box.** ☐

7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website.

### General Notes to Applicants

1. Application and enrolment should be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. Course fee paid by bank draft should be made payable to "HKU SPACE".
2. The admission of this programme is by selection. The official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible. Unsuccessful applicants will be given a refund of course fee if already paid.
3. If you do not know the teaching venue within 3 days of the starting date of the course, please check with our Programme Team.
4. Fees paid are not refundable except as statutorily provided or under very exceptional circumstances.
5. Please refer to this brochure and the official website for full details of enrolment procedures.

### Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

### Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature

Date





THE UNIVERSITY OF HONG KONG

SCHOOL OF PROFESSIONAL AND  
CONTINUING EDUCATION

34/F United Centre, 95 Queensway, Admiralty, Hong Kong

Tel: 28678315 / 28678330 E-mail: [msc.marketing@hkuspace.hku.hk](mailto:msc.marketing@hkuspace.hku.hk)

