

# Professional Diploma in Social Media and Digital Marketing

MK037B

Marketing



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!



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## About the Programme

The Professional Diploma in Social Media and Digital Marketing Programme is developed for individuals who want to equip with strategic understanding of core marketing knowledge and their applications. You will learn how to enhance brand experience and customer engagement through the analysis of market trend and customer journey, effective planning in multichannel marketing communications via integration of digital marketing, social media, basic Google analytics and public relations to handle marketing tasks to achieve the business goals. For those who come from non-marketing background but have to take up marketing responsibilities in their jobs, this programme will help you build up a solid foundation in marketing and turn your practical experience into tangible marketing qualifications.

## Programme Structure

The Professional Diploma in Social Media and Digital Marketing consists of the following six courses:

### Professional Diploma in Social Media and Digital Marketing

- Marketing Planning and Strategy in Digital Era
- Consumer Behaviour
- Digital and Social Media Marketing
- Public Relations and Event Marketing
- Google Analytics for Business
- Content Marketing and Digital Video Production

The programme structure and contact hours may be changed without prior notice.

# These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

## Awards

Upon successful completion of the above programme, students will be granted a Professional Diploma in Social Media and Digital Marketing awarded within the HKU system through HKU SPACE.

## Assessment

Assessment for each module will be based on a combination of coursework, including assignments and projects, and the final examination. The percentage breakdown of coursework and examinations differs from module to module. Students are required to meet 70% class attendance of each module to be eligible for sitting the examination of the respective courses. Assessment and examinations will be conducted in English. The overall pass mark is 50.

## Professional Recognition and Articulation

Graduates of Professional Diploma in Social Media and Digital Marketing may apply for the University of Hull's BA (Hons) Marketing and Management/Marketing programmes# with exemption from 6 modules.

HKU SPACE will endeavour to ensure the curriculum is validated and receives the maximum recognition in professional status by overseas tertiary institutions and overseas professional marketing institutions.

Graduates of Professional Diploma in Social Media and Digital Marketing are eligible to apply for Hong Kong Institute of Marketing (HKIM) associate membership or full membership if they have a minimum of 3 years relevant experience.

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# Mode of Delivery

All modules will be delivered via the face-to-face by HKU SPACE lecturers. The programmes are offered three times a year in July (Term 1), November (Term 2) and March (Term 3). Examinations will be held at the end of each term.

Programme Mode: <b>Part-time</b>	Medium of Instruction: <b>English</b>	Duration of Programme: <b>1 year</b>
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# Tuition Fee




Professional Diploma in Social Media and Digital Marketing  
**HK\$ 4,250** per module (All fees are subject to change without prior notice.)

All fees paid are NOT refundable and NOT transferable, unless a course is over-subscribed or cancelled. Separate fees will be payable for late enrolment, sitting supplementary examination and application for exemption for each course of study.

# Articulation



Graduates of the Professional Diploma in Social Media and Digital Marketing programme maybe required to take **bridging courses** in order to meet the entry requirement of the Degrees and Masters of the **UK Universities**.

-  Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund
-  This course is recognised under the Qualifications Framework (QF Level 5)
-  This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance.

Bachelor of Arts (Hons) in Marketing and Management QF Level : 5	QR Registration No.: 15/002105/L5	QR Registration Validity Period: 01 Sep 2015 - 31 Aug 2024
Bachelor of Arts (Hons) in Marketing QF Level : 5	QR Registration No.: 15/002103/L5	QR Registration Validity Period: 01 Sep 2015 - 31 Aug 2024



# Course Outlines

## Outlines

### Marketing Planning and Strategy in Digital Era

- Examine the market environment and identify the market opportunities and threats
- Identify appropriate marketing strategy in the digital era to accomplish business goals
- Develop marketing objectives and plan for a digital marketing campaign; and
- Integrate marketing mix tools to implement a digital marketing plan

### Consumer Behaviour

- Define the concepts, theories and principles of consumer behaviour;
- Analyze the trends, social, psychological and cultural influences that impact on buying behaviour
- Distinguish the stages of consumer decision making and the rules consumers use in making decisions; and
- Analyze how consumer attitudes are formed and the strategies that can be implemented to change attitudes

### Digital and Social Media Marketing

- Discuss the role of digital and social media marketing in marketing communications
- Apply different segmentation approaches on digital customers to facilitate marketing objectives
- Use appropriate digital and social media platforms to engage customers; and
- Optimise a digital marketing campaign using data analytics

### Public Relations and Event Marketing

- Discuss the contemporary practices of public relations management
- Evaluate the effectiveness of traditional and contemporary forms of media communication
- Describe proper employee communications tactics and crisis management tactics; and
- Develop and manage a marketing event with logistics and budget planning

### Google Analytics for Business

- Identify the key features of Google Analytics including set up of an account, implement tracking code and analyse basic reports
- Set up goals and campaign tracking to collect and process sales and marketing data
- Utilise Google Analytics to measure the effectiveness of marketing campaign, SEO, social media, e-commerce, B2B, and content publishing efforts
- Interpret the reports generated from Google Analytics and identify actionable insights for business improvement

### Content Marketing and Digital Video Production

- Identify the roles of content marketing and its importance in creating customer experience through websites, video and social media
- Create digital videos from planning to implementation
- Apply strategies for different marketing channels and purposes (e.g. PPC, SEM and SEO) based on small business's needs; and
- Measure responses and optimise the content to fulfill marketing and sales purposes



# Entry Requirements

Applicants Should:

- have gained in the HKDSE examination level 2 or above in 5 subjects including English language, and have 2 years of relevant work experience; 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 completed Diploma Yi Jin and with 2 years of relevant work experience; OR
- be aged 21 or above and have 3 years of relevant work experience.

Applicants not meeting the minimum entry requirements will be considered on individual merit.

# Application

Applicants are required to complete the application form and submit it with ONE set of supporting documents, both original and copy, as listed in the below to any enrolment centres of HKU SPACE:

- Full educational certificates and transcripts; and
- Testimonials or other documentary proof of the applicant's working experience;
- Hong Kong Identity Card#;

\* Our staff members at the counter will certify the copies and return the original documents to you afterward.

# 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 for employment or as dependants, who do not need prior approval before taking up part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Holding an acceptance letter 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, locally accredited taught postgraduate programmes.



## Professional Diploma in Social Media and Digital Marketing

QF Level : 4 QR Registration No. : 23/000476/L4 QR Registration Validity Period : 01/07/2023 to on-going

### Enquiries



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