

# Professional Diploma in Marketing

**MK037A**

Inspiring Your Future

Business Education @ **HKUSPACE**



## ABOUT THE PROGRAMME

### Programme Structure

The Professional Diploma in 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, conventional marketing promotion tools, and social selling techniques, etc. to uplift the effectiveness in marketing and selling effort in the highly competitive business environment. 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.

The Professional Diploma in Marketing consists of the following six courses:

#### Professional Diploma in Marketing

1. Marketing Strategies in the Digital Era
2. Consumer Behaviour
3. Multichannel Marketing Communications
4. Digital and Social Media Marketing
5. Public Relations and Event Marketing
6. Professional Selling and Sales Management

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

### Awards

Upon successful completion of the above programme, students will receive the following award:

Registered Programme of Study	Award by HKU SPACE*
Professional Diploma in Marketing	Professional Diploma in Marketing

\*This award is conferred within the HKU system through HKU SPACE.



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## 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.

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## Professional Recognition and Articulation

Graduates of **Professional Diploma in Marketing** may apply for the University of Hull's BA (Hons) Marketing and Management/Marketing programmes<sup>#</sup> with exemption from 8 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 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.

<sup>#</sup> 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.

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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	: Part-time
Medium of Instruction	: English
Duration of Programme	: Professional Diploma in Marketing (1 year)

## TUITION FEE

Professional Diploma in Marketing 	
Consumer Behaviour	HK\$ 3,950
Multichannel Marketing Communications	HK\$ 3,950
Marketing Strategies in the Digital Era	HK\$ 3,950
Digital & Social Media Marketing	HK\$ 3,950
Public Relations and Event Marketing	HK\$ 3,950
Professional Selling and Sales Management	HK\$ 3,950

 This course has been included in the list of reimbursable courses under the Continuing Education Fund  
 This course is recognised under the Qualifications Framework (QF Level [4 ])



\* 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.



---- Eligible to apply

Graduates of the Professional Diploma in Marketing programme maybe required to take bridging courses in order to meet the entry requirement of the Bachelor of Arts (Hons) Degrees of the University of Hull.

 This is an exempted course 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 this course may lead.  
 This course is recognized under the Qualifications Framework (QF Level [5])



## COURSE OUTLINES

### 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.
- Analyze how consumer attitudes are formed and the strategies that can be implemented to change attitudes.

### Multichannel Marketing Communications

- Explain the main elements, activities and linkages associated with the formulation and implementation of a multichannel marketing communications plan.
- Apply the concept of Integrated Marketing Communications (IMC) in contemporary marketing context.
- Apply conventional and digital promotion channels in an IMC plan.
- Differentiate and evaluate the different characteristics, advantages and limitations of various multichannel marketing communication tools.
- Select and coordinate appropriate multichannel marketing communication mix in achieving various promotional objectives.

### Marketing Strategies in the Digital Era

- Analyse the digital environment and the evolving digital consumers.
- Explain the differences in marketing strategy in the digital era as opposed to the traditional times.
- Develop marketing objectives and plan for the digital marketing campaign.
- Integrate marketing mix tools to effectively implement the digital marketing plan.

- Undertake and select appropriate measurement tools for evaluating the effectiveness of digital marketing activities.

### Digital & Social Media Marketing

- Discuss the role of each individual digital channels and social media platforms.
- Identify the steps to implement a digital and social media marketing strategies.
- Develop a digital and social media marketing plan.
- Establish a framework to measure the effectiveness of digital and social media marketing strategies.

### Public Relations and Event Marketing

- Discuss the new rules of public relations management.
- Evaluate traditional and contemporary forms of media communication.
- Explain proper employee communications tactics and crisis management tactics.
- Discuss ethics and corporate social responsibilities.
- Develop and manage a marketing event with budget control.
- Plan and manage the logistics of a marketing event including scheduling, contingencies, site planning, staffing and communications.

### Professional Selling and Sales Management

- Apply appropriate selling techniques during the selling process.
- Describe key issues in recruiting, selecting, and training a sales force.
- Apply the theory to lead, supervise and motivate a sales force effectively.
- Evaluate the performance of a sales force with reference to sales performance indicators.

## ENTRY REQUIREMENTS

### Applicants should:



1. 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
2. have gained in the HKALE Grade E in 1 subject, and have 2 years of relevant work experience; or
3. 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
4. hold the Professional Certificate in Marketing awarded within the HKU system through HKU SPACE; or
5. hold a Diploma/Advanced Diploma awarded by a recognised institution.

## 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.

## ENQUIRIES

Email: [prof.mkt@hkuspace.hku.hk](mailto:prof.mkt@hkuspace.hku.hk)

Tel: 2867 8499



Professional Diploma in Marketing



資歷架構  
Qualifications  
Framework

QF Level : 4

QR registration No. : 07/001830/4

Validity Period : 05/05/2008 to on-going

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