

Executive Certificate in
Digital and Content Marketing
行政人員證書《數碼及內容營銷》

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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Executive Certificate in

Digital and Content Marketing

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課程簡介 PROGRAMME INTRODUCTION

本 3 個月短期行政人員證書課程，提供一站式數碼、社交媒體及最新內容營銷趨勢的策略分析與策劃攻略。透過業內數碼營銷專家的授課和嘉賓講座、以實例主導、全方位發掘大勢和整合攻略。

近年數碼及社交媒體的種類和工具越來越多，令推廣更多樣化，也讓選擇更複雜。所以無論大小品牌的推廣人員，也得掌握數碼推廣知識；課程適合從事市場或商業管理，需要運用數碼媒體推廣或有意提升及緊貼社交媒體及內容營銷知識的在職人士修讀。

This programme aims to provide students with knowledge about up-to-date digital, social media and content marketing strategies and tactics. It also provides hands-on and practical techniques and tools for students to build the essential skills and strategic mindset to bolster their brand in the digital age.

適合從事市場或商業管理/ 需要
運用數碼媒體推廣或有意提升
數碼營銷知識的在職人士

課程目的 PROGRAMME OBJECTIVES

課程目標讓學員：

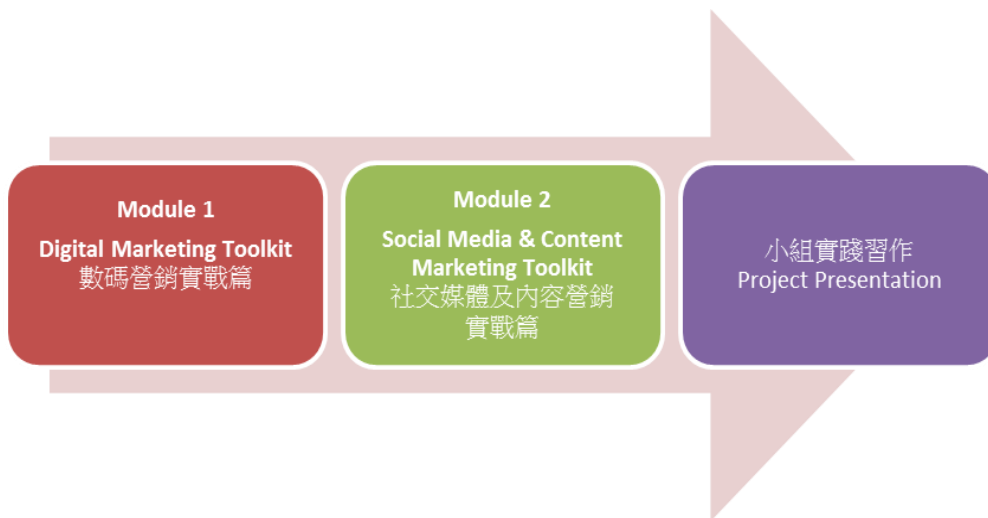
1. 評估及討論數碼和社交媒體營銷的趨勢和方法，以及不能忽視的內容營銷之發展及重點工具；
2. 應用最新的數碼及社交媒體營銷知識，作計劃及管理整合市場推廣的策略；
3. 了解如何利用內容作有效數碼及社交媒體推廣，分析創造強力營銷內容的案例；
4. 分析成功及失敗的數碼及社交媒體營銷策略，並討論機遇與危機個案；
5. 評估計算數碼及社交媒體營銷成效的各類工具和方法。

Upon completion of the programme, students should be able to:

1. Assess and discuss the trends and methodologies in digital and social media as well as the growing use of content marketing.
2. Apply the latest know-how to plan and manage integrated marketing communications through the emerging and influential digital and social media.
3. Develop relevant content for successful marketing via digital and social media.
4. Analyse and evaluate contemporary digital and content marketing strategies.
5. Evaluate the effectiveness of digital and social media by applying key measurement tools and concepts.

課程特色 PROGRAMME HIGHLIGHTS

- 3 個月行政人員證書課程，以實例主導、全方位討論最新、最實用的數碼、社交媒體和內容營銷的策劃和實戰知識；
- 講師和嘉賓講者為香港數碼營銷專家，擁有廣告公司、媒體公司及客戶品牌管理的豐富經驗；
- 課程包括 6 個單元和小組實踐習作，讓學員透過課堂、小組討論、嘉賓講座及小組習作全面掌握知識；課程以廣東話授課，加上英文輔助教材。
- The **three-month** executive certificate discusses the most up-to-date trends and important issues of **digital, social media and content marketing**;
- Delivered by **experienced industry expert plus prominent guest speakers** from agencies, clients and key social media operators;
- Two modules/ six units and a group project offer **hands-on and practical techniques** and practices for students to build the strategic skills and mindset to bolster their brands in the digital age.



集合數碼營銷專家、
實例主導、全方位發掘數碼、
社交媒體和內容營銷的大勢和
整合攻略

課程日期 **PROGRAMME DURATION**

3 個月，共 7 課，

2018 年 2 月 24 日至 5 月 19 日。隔星期六下午 2-10 (最後一節：星期六下午 2-5)

*Feb – May 2018 (including presentation day). Class Time: 14:00-18:00 & 19:00-22:00 (Last presentation session: 14:00-17:00)

*The schedule is tentative and subject to change when necessary.

講師及嘉賓講者 **LECTURER AND GUEST SPEAKERS**

Mr Alex Lee

Over 12 years of experience on **Digital Marketing** in both **multinational agencies and in-house client role**. Actively involves in a wide range of client's digital development projects including **Loreal, PCCW, Disneyland, GSK, HSBC and Canon** etc. With his creative agencies, media agencies and in-house client working background, his digital skills well covered various digital marketing disciplines from channel planning and buying to mobile marketing and social media strategy formulation. Alex's recent experience is at Tencent as Assistant General Manager of Global Communication.

Guest

- **Gal Lam**
Mindshare, Partner of Client Leadership
Mindshare is an awarding-winning agency receiving 631 awards such as Effie Awards, Cannes Lions and Festival and Media awards in 2015.

Guest

- **Kenneth Wan**
Founder & Director of The Bread Digital
Co-founded The Bread Digital in 2012 which provides full service digital marketing consultation and implementation.

Guest

- **Paula Yang**
General Manager of NDN Group
NDN Group creates online-to-offline experiences, solutions and touch points for the corporate, education, energy, entertainment, financial services, hospitality, lifestyle, luxury, media and public sectors.

** Lecturer and guest speakers are subject to change basing on his/ her availability. Above guest speakers joined the course in April 2016 term.*

入學要求 **ENTRY REQUIREMENTS**

Applicants shall:

- (i) hold a bachelor's degree awarded by a recognized university or equivalent; or
- (ii) hold an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
- (iii) hold relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

教學方式 **TEACHING MODE**

- Part-time face-to-face mode.
- Total 45 hours of lectures and group presentation.
- Lectures with real case studies for discussion and analysis, line-up of prominent guest speakers who are experienced industry experts.
- Medium of instruction is Cantonese supplemented with English materials.

習作 **ASSESSMENT**

The programme will be assessed by one group oral presentation (100%) conducted in Cantonese.

學費 **FEES**

HK\$6,750 per programme (including two modules).

修畢證書 **AWARD**

"Executive Certificate in Digital and Content Marketing" will be awarded within the HKU System through HKU SPACE to those who have successfully completed the programme respectively.

報名方法 **APPLICATION PROCEDURE**

All applicants are required to complete the enclosed application form and submit it with the following supporting documents together with application fee of HK\$200 to any of the HKUSPACE enrolment centres:

1. One set of certified true copies* of full educational certificates and transcripts;

* Original certificates and transcripts together with the copies are required to be presented to any HKU SPACE Learning Centre for verification.

2. Testimonials or other documentary proof of the applicant's working experience;

3. A photocopy of Hong Kong Identity Card;

4. A non-refundable crossed cheque of HK\$200 payable to "HKU SPACE" as application fee.

(i) HKU SPACE Admiralty Learning Centre 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station) Weekdays: 8:30 am to 7:30 pm Saturdays: 8:30 am to 5:30 pm Telephone: 3761 1111 Fax: 2559 4666	(iv) HKU SPACE Island East Campus 2/F, 494 King's Road, North Point Hong Kong (Exit B3, North Point MTR Station) Weekdays: 8:30 am to 7:30 pm Saturdays: 8:30 am to 5:30 pm Telephone: 3762 0000 Fax: 2214 9493	(viii) HKU SPACE Po Leung Kuk Stanley Ho Community College (HPSHCC) Campus 1/F, HPSHCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong Weekdays: 9:00 am to 5:30 pm Saturdays: closed Telephone: 3923 7171 Fax: 3923 7188
(ii) HKU SPACE HKU Campus 3/F, T.T. Tsui Bldg, The University of Hong Kong Pokfulam Road, Hong Kong Weekdays: 8:30 am to 6:00 pm Saturdays: closed Telephone: 2975 5680 Fax: 2546 3538	(v) HKU SPACE Kowloon West Campus 38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6), Kowloon (Exit B, Mei Foo MTR Station) Weekdays: 8:30 am to 7:30 pm Saturdays: 8:30 am to 5:30 pm Telephone: 3762 4000 Fax: 2302 1609	
(iii) HKU SPACE Fortress Tower Learning Centre 14/F., Fortress Tower, 250 King's Road, North Point Hong Kong (Exit B, Fortress Hill MTR Station) Weekdays: 8:30 am to 7:30 pm Saturdays: closed Telephone: 3762 0888 Fax: 2508 9349	(vi) HKU SPACE Kowloon East Campus 1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station) Weekdays: 8:30 am to 7:30 pm Saturdays: 8:30 am to 5:30 pm Telephone: 3762 2222 Fax: 2305 5070	

查詢 **PROGRAMME ENQUIRY**

Tel: 2910 7616 Fax: 2861 0278

E-mail: ec.marketing@hkuspace.hku.hk