Master of Science in Digital Marketing Communications
Programme Code: MK063A

Manchester Metropolitan University, UK NCR1
Application Code: To be advised

2867 8313 / 2910 7622 msc.dmc@hkuspace.hku.hk

The Master of Science Digital Marketing Communications will deliver an exceptional mix of new and best practice in contemporary digital and social media communications, along with significant communications insight and strategic insight into the digital sector.

R Applicants shall hold:
- a Postgraduate Diploma in Digital and Social Media Marketing awarded within the HKU system through HKU SPACE or other equivalent qualifications;
- graduates of the HKU SPACE Postgraduate Diploma are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:
  i. an overall band of 6.5 or above with no subtests lower than 5.5 in the IELTS; or
  ii. a score of 230 or above in the computer-based TOEFL, or a score of 89 or above in the internet-based TOEFL; or
  iii. HKDSE Examination English Language at Level 3 or above; or
  iv. HKALE Use of English at Grade C or above; or
  v. equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

$ HK$90,000
Application Fee: HK$200 (Non-refundable)

D 18 months English

Commencement Date	To be advised

Postgraduate Diploma in Digital and Social Media Marketing
Programme Code: MK004A

2867 8315 CEF Modules

pgdip.marketing@hkuspace.hku.hk

This Postgraduate Diploma is both vocationally and academically oriented to provide opportunities for marketing professionals and general business practitioners to upgrade their knowledge and skills in digital and social media marketing to cope with the challenges and dynamics of the changing market as well as to articulate to Masters degree programmes with credit exemption.

R Applicants should have:
1. i. a bachelor's degree awarded by a recognized institution; OR
   ii. a professional qualification in a relevant discipline and 5 years of full-time work experience at senior managerial level in related industries.

AND

2. a good command of English. If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:
   i. an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
   ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
   iii. HKDSE Examination English Language at Level 3 or above; or
   iv. HKALE Use of English at Grade E or above; or
   v. Equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

$ HK$4,900 per module (for Common Core Modules - subject to change)
HK$4,600 per module (for Specialism and Elective Modules - subject to change)
Application Fee: HK$150 (Non-refundable)

D 12 months to 24 months Any HKU SPACE Learning Centres

English

Q Level 6 (Reg. No.: 14/003365/L6) Validity Period: 01 Nov 2014 - on-going

Application Code: 1735-MK004A

Application Deadline	Jun 2019
Commencement Date	Jul 2019

Application Code: 1755-MK004A

Application Deadline	Oct 2019
Commencement Date	Nov 2019

Postgraduate Diploma in Strategic Branding and Digital Reputation Management
Programme Code: MK065A

2867 8315 / 2867 8313 CEF Modules

pgdip.marketing@hkuspace.hku.hk

The programme aims to equip students with the credentials and expertise that prepare them for a variety of career opportunities in the brand management and public relations sectors.

R Applicants should have:
1. i. a bachelor's degree awarded by a recognized institution; OR
   ii. a professional qualification in a relevant discipline and 5 years of full-time work experience at senior managerial level in related industries.

AND

2. a good command of English.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:
i. an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
iii. HKDSE Examination English Language at Level 3 or above; or
iv. HKALE Use of English at Grade E or above; or
v. Equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

$ HK$4,700 – HK$5,200 per module (Subject to change)
Application Fee: HK$150 (Non-refundable)

D 1 year to 2 years English

Q Level 6 (Reg. No.: 17/000807/L6) Validity Period: 15 Aug 2017 - on-going

Application Code: 1735-MK065A

Application Deadline	Jun 2019
Commencement Date	Jul 2019

Application Code: 1755-MK065A

Application Deadline	Oct 2019
Commencement Date	Nov 2019

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
NCR2 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
NCR3 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Digital and Social Media Marketing
數碼及社交媒體推廣

Advanced Diploma in Digital and Social Media Marketing
Programme Code: MK052A

2867 8316 CEF Modules

ADip.marketing@hkuspace.hku.hk

Digital and social media revolution has transformed the marketing industry. The Advanced Diploma in Digital and Social Media Marketing is designed to equip you with the latest marketing knowledge and practices in digital, social media, mobile marketing, search engine optimization (SEO), search engine marketing (SEM), content and video marketing, market analytics, etc. The programme also prepares you for further education at degree level and career advancement.

R Applicants should:
- 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.

$ HK$3,950 per module
Application Fee: HK$150 (Non-refundable)

D 20 months to max. 40 months

English

Q Level 4 (Reg. No.: 15/003663/L4) Validity Period: 17 Dec 2015 - on-going

Application Code: 1735-MK052A

Application Deadline	15 Jun 2019
Commencement Date	2 Jul 2019

Application Code: 1755-MK052A

Application Deadline	15 Oct 2019
Commencement Date	1 Nov 2019

Executive Certificate in Growth Hacking and Data-Informed Marketing
Programme Code: EP119A

Application Code: 1735-EP119A

2867 8315 elsa.tam@hkuspace.hku.hk

The programme aims to enhance the concepts and skills for modern marketers who wish to improve their job performance. Participants will learn the concepts and tools of digital marketing, understand the successful cases in growth hacking marketing, and employ digital growth tools to maximize marketing performance.

R Applicants shall hold:
(i) a bachelor's degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree/ a Higher Diploma or equivalent, and have at least 2 years of work experience; or
(iii) relevant professional qualifications (e.g. sales, marketing, digital marketing, and social media marketing).

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

$ HK$7,000
Early Bird Rate : HK$6,500 (application submitted on or before 30 June 2019)
Application Fee: HK$150 (Non-refundable)

D 2 months

English

Application Deadline	11 Jul 2019
Commencement Date	23 Jul 2019

Executive Certificate in Big Data and Artificial Intelligence Marketing
Programme Code: EP139A

Application Code: 1750-EP139A

NEW

2867 8315 / 2867 8313 elsa.tam@hkuspace.hku.hk

The programme aims to enhance the concepts and skills for modern marketers who wish to improve their job performances. Using real-world examples from various industries, participants will learn how big data and artificial intelligence transform marketers from reactive to proactive planners.

R Applicants shall hold:
(i) a bachelor's degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree/ a Higher Diploma or equivalent, and have at least 2 years of work experience; or
(iii) relevant professional qualifications (e.g. sales, marketing, digital marketing, and social media marketing).

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

$ HK$6,800
Application Fee: HK$150 (Non-refundable)
Early Bird Rate: HK$6,300 (Application submitted on or before May 3)
Alumni Rate: HK$6,300

D 1 month to 2 months

Medium of instruction is English, supplemented with Cantonese.

Application Deadline	Sep 2019
Commencement Date	Oct 2019

See legend on page 2 & 8
圖像說明於第2及8頁

Executive Certificate in Digital and Social Media Marketing
Programme Code: EP120A

Application Code: 1745-EP120A

2910 7616 / 2867 8499 | ec.marketing@hkuspace.hku.hk

This programme focuses on the practical aspects of designing and planning a digital and social media marketing campaign, as part of the overall marketing strategy.

R Applicants shall hold:
(a) a bachelor's degree awarded by a recognized university or equivalent, or
(b) an associate degree/ a higher diploma or equivalent, and have at least 2 years of work experience, or
(c) possess relevant professional qualifications.

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

$ HK$6,000
Applicatoin Fee : HK$150 (Non-refundable)

- Sat, 2:00pm - 6:00pm
- Weekends

D 2 months to 2.5 months

HKU SPACE Learning Centre

Cantonese, supplemented with English materials

Application Deadline	Aug 2019
Commencement Date	Sep 2019

行政人員證書《數碼及內容營銷》
課程編號：EP069A

報名代碼：1745-EP069A

2910 7616 / 2867 8499 | ec.marketing@hkuspace.hku.hk

本課程為期四個月(隔星期六上堂，共8堂)，旨在為學員提供一站式數碼、社交媒體及最新內容營銷趨勢的策略分析與策劃攻略。近年數碼及社交媒體的種類和工具越來越多，課程為有意提升及緊貼數碼及內容營銷的學員增值。透過業內數碼營銷專家的授課和嘉賓講座、以實例主導、全方位發掘數碼營銷大勢和整合攻略。

R （甲）認可大學頒授的學士學位或其他同等學歷；或
（乙）副學士學位／高級文憑，至少同等學歷及最少2年工作經驗；或
（丙）相關認可專業資格。

申請人若持有其他資格及豐富工作經驗，學院將按個別情況考慮。

$ 每課程 HK$6,750
報名費用：HK$200 (取錄與否，概不退還)

D 4個月

- 逢周六，10:00am - 5:00pm
- 周末

香港大學專業進修學院教學中心

粵語，輔以英文教材

截止報名日期	2019年9月
開課日期	2019年9月

行政人員證書《社交媒體及數碼營銷分析》
課程編號：EP096A

報名代碼：1750-EP096A

2910 7616 / 2867 8499 | ec.marketing@hkuspace.hku.hk

本課程旨在讓學員了解社交媒體和數碼營銷分析的重要性及基礎知識。課程亦提供實踐和實用並重的技術和工具，讓學員建立分析技能和策略性思維，以協助他們有效地使用數碼及社交媒體營銷分析。

R （甲）認可大學頒授的學士學位或其他同等學歷；或
（乙）副學士學位／高級文憑，至少同等學歷及最少2年工作經驗；或
（丙）相關認可專業資格。

申請人若持有其他資格及豐富工作經驗，學院將按個別情況考慮。

申請人在報名時請帶齊身份證、學歷及工作證明正副本。

$ HK$6,750
報名費用：HK$200（取錄與否，概不退還）

D 2個月

- 逢周六
- 周末

香港大學專業進修學院教學中心

粵語，輔以英文教材

截止報名日期	2019年9月
開課日期	2019年10月

行政人員證書《數碼品牌傳播》
課程編號：EP115A

香港品牌發展局
報名代碼：1690-EP115A

2910 7616 / 2867 8499 | ec.marketing@hkuspace.hku.hk

品牌管理是市場學非常重要的一環。HKU SPACE與香港品牌發展局合辦之行政人員證書《品牌傳播》課程，自2008年開辦以來，一直為學員提高品牌管理和策略的重點知識。因應市場變化，我們重新設計了課程令其更切合市務人員的需要。

新課程除了介紹整合營銷傳播的概念及特性，以及教導學員制定整合營銷傳播計劃的方法外，將會特別強調數碼工具的運用，務求令學員掌握作為新一代市務人或者品牌管理人的必要技巧，在事業上更得心應手。

R （甲）認可大學頒授的學士學位或其他同等學歷；或
（乙）副學士學位／高級文憑，至少同等學歷及最少2年工作經驗；或
（丙）相關認可專業資格。

申請人若持有其他資格及豐富工作經驗，學院將按個別情況考慮。

申請人在報名時請帶齊身份證、學歷及工作證明正副本。

$ HK$6,000
報名費用：HK$150 (取錄與否，概不退還)

D 2個月

- 逢周六，2:00pm - 6:00pm
- 周末

香港大學專業進修學院教學中心

粵語，輔以英文教材

截止報名日期	2019年6月8日
開課日期	2019年6月22日

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育（規管）條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR2 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育（規管）條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR3 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育（規管）條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Digital and Social Media Marketing
數碼及社交媒體推廣

Executive Certificate in Data-driven Creative Thinking for Marketers
Programme Code: EP134A

Application Code: 1785-EP134A

2910 7616 / 2867 8499 | ec.marketing@hkuspace.hku.hk

In the digital economy nowadays, most successful marketers have strong data analytic skills and creativity which enable them to craft smart marketing strategies and innovative business solutions in the highly complex and competitive business environment. The programme "EXECUTIVE CERTIFICATE IN DATA-DRIVEN CREATIVE THINKING FOR MARKETERS" is designed to prepare marketers with data analytic skills and foster their creative thinking mindset. Marketers who are well-versed in data analytics and able to take it one step further to combine the insights from numbers and apply to creative problem solving will be highly sought after.

R Applicants shall hold:
(a) a bachelor's degree awarded by a recognized university or equivalent, or
(b) an associate degree/ a higher diploma or equivalent, and have at least 2 years of work experience, or
(c) possess relevant professional qualifications.

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

$ HK$6,000
Applicatoin Fee : HK$150 (Non-refundable)

- Sat
- Sun
- Weekends

D 5 weeks

HKU SPACE Learning Centre

Cantonese supplemented with English terminologies and materials

Application Deadline	Apr 2020
Commencement Date	May 2020

搜索引擎優化
課程編號：MKTG9168

報名代碼：1750-1686NW

2867 8315 | elsa.tam@hkuspace.hku.hk

"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES
數碼營銷威力工作坊

搜索引擎優化(SEARCH ENGINE OPTIMIZATION)

當用戶在搜索引擎搜尋某一個關鍵詞時，網站排得越前，才會令網站的曝光率增加，獲得更多流量，最終提升網站的宣傳力。透過瞭解搜索引擎原理，優化網站內容，學員能掌握搜索引擎優化手段，有助公司業務發展。

R 年滿十八歲或以上人士

$ HK$1,800
校友優惠: HK$1,600

D 1日

廣東話

截止報名日期	2019年9月
開課日期	2019年10月

Facebook營銷實戰
課程編號：MKTG9169

報名代碼：1750-2919NW

2867 8315 / 2867 8313 | elsa.tam@hkuspace.hku.hk

"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES
數碼營銷威力工作坊

FACEBOOK 營銷實戰

建立FACEBOOK PAGE，相信大家並不陌生，但營銷人員往往未能充分掌握如何利用FACEBOOK，作為品牌形象建立及接觸消費者的信息交流平台。此工作坊提供FACEBOOK 營銷最新資訊，助學員掌握 FACEBOOK 營銷。

R 年滿十八歲或以上人士

$ HK$1,800
校友優惠: HK$1,600

D 1日

廣東話

截止報名日期	2019年9月
開課日期	2019年10月

移動營銷新面貌
課程編號：MKTG9170

報名代碼：1750-2373NW

2867 8315 / 2867 8313 | elsa.tam@hkuspace.hku.hk

隨著移動裝置普及，移動營銷將會越來越重要。作為市場專才，必須掌握最新營銷趨勢。 透過此工作坊，學員將可瞭解移動營銷現況及趨勢，以及如何有效地將移動營銷融入整體營銷傳播策略。

R 年滿十八歲或以上人士

$ HK$1,800
校友優惠: HK$1,600 (校友優惠不可網上報名，須親臨各教學中心報名)

D 1日

廣東話

截止報名日期	2019年9月
開課日期	2019年10月

數碼營銷通路
課程編號：MKTG9188

報名代碼：1750-1992NW

2867 8315 / 2867 8313 | elsatam@hkuspace.hku.hk

此工作坊專為營銷及商業人員而設。本課程提供現時營銷行內不同之數碼媒體及技術之運用。

R 年滿十八歲或以上人士

$ HK$1,800
校友優惠: HK$1,600

D 1日

廣東話

截止報名日期	2019年9月
開課日期	2019年10月

See legend on page 2 & 8
圖像說明於第2及8頁

Digital and Social Media Marketing
數碼及社交媒體推廣

微信營銷實戰
課程編號：MKTG9189

報名代碼：1755-2023NW

2867 8315 / 2867 8313　elsatam@hkuspace.hku.hk

如何使用微信平台作為有效的營銷工具。課程包括成功案例及整合銷銷策略及。

R 年滿十八歲或以上人士
$ HK$1,800
校友優惠：HK$1,600
D 1日
廣東話

截止報名日期	2019年10月
開課日期	2019年11月

大數據營銷策略
課程編號：MKTG9194

報名代碼：1755-1393NW

2867 8315 / 2867 8313　elsatam@hkuspace.hku.hk

依托多平臺的大數據採集，以及大數據技術的分析與預測能力，能夠使營銷策略更加精準有效，給品牌企業增加競爭力。

R 年滿十八歲或以上人士
$ HK$1,800
校友優惠：HK$1,600
D 1日
粵語輔以英語

截止報名日期	2019年10月
開課日期	2019年11月

Google Analytics
Programme Code: MKTG9200

Application Code: 1690-1637NW

2867 8315 / 2867 8313　elsa.tam@hkuspace.hku.hk

This programme aims to enhance the skills and concepts for digital marketers who do not have web programming background. Participants will learn the Google Analytics (GA) setup, operation, and tools to perform data analysis, visualization, reporting, and gain insights from customer behaviour to enhance the effectiveness of digital marketing.

R Age 18 or above

$ HK$1,800
Early Bird : HK$1,600 (application submitted on or before May 24, 2019)
Alumni Rate : HK$1,600 (application must be submitted to enrollment centres)

D 1 day
English

Application Deadline	13 Jun 2019
Commencement Date	15 Jun 2019

Marketing Communications and Branding
營銷傳播及品牌

Master of Science in Marketing
Programme Code: MK008A

Edinburgh Napier University, UK　NCR1

2867 8315　msc.marketing@hkuspace.hku.hk

The MSc in Marketing is two-year part-time programme jointly offered by Edinburgh Napier University and HKU SPACE since Year 2000. The programme aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing management.

R Applicants should hold:
1. an undergraduate degree at Honours level from a recognised university; OR
2. 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
3. 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 Behavior, as an Affiliate Student. If you pass these modules, you will be able to proceed with the rest of the programme.

$ HK$93,500 (paid by two instalments)
Application Fee: HK$200 (Non-refundable)

D 20 months to 2 years　Any HKU SPACE Learning Centres

English

Application Code: 1750-MK008A

Application Deadline	Sep 2019
Commencement Date	Oct 2019

Application Code: 1770-MK008A

Application Deadline	Jan 2020
Commencement Date	Feb 2020

Master of Science in Marketing with Festival and Event Management
Programme Code: MK026A

Edinburgh Napier University, UK　NCR1

2867 8315　msc.marketing@hkuspace.hku.hk

The MSc in Marketing with Festival and Event Management is two-year part-time programmes jointly offered by Edinburgh Napier University and HKU SPACE since Year 2010. Edinburgh Napier is based in one of the most important global destinations for tourism, festival and events. The University's postgraduate programmes were developed to support international tourism and event management development. The programmes aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing, festival and event management.

R Applicants should hold:
1. an undergraduate degree at Honours level from a recognised university; OR
2. 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
3. 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.

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
NCR2 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
NCR3 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。