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:
- 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 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)

Any HKU SPACE Learning Centres

D 24 months to 28 months

English

Application Code: 1850-MK008A

Application Deadline	Sep 2020
Commencement Date	Oct 2020

Application Code: 1870-MK008A

Application Deadline	Jan 2021
Commencement Date	Feb 2021

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 Universitys 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:
- 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 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)

Any HKU SPACE Learning Centres

D 24 months to 28 months

English

Application Code: 1850-MK026A

Application Deadline	Sep 2020
Commencement Date	Oct 2020

Application Code: 1870-MK026A

Application Deadline	Jan 2021
Commencement Date	Feb 2021

Postgraduate Diploma in Corporate Branding and Event Management
Programme Code: MK066A

2867 8315

CEF Modules 6

pgdip.marketing@hkuspace.hku.hk

The programme aims to meet the continuing education and professional development needs of those who are currently working in corporate branding and/or event management or those who have aspirations in these areas.

R Applicants should have:
a) i. a bachelor's degree awarded by a recognized institution; OR
ii. a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.
AND
b) 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.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

Application Code: 1835-MK066A

Application Deadline	Jun 2020
Commencement Date	Jul 2020

Application Code: 1855-MK066A

Application Deadline	Oct 2020
Commencement Date	Nov 2020

See legend on page 2 & 8
圖像說明於第2及8頁

Bachelor of Arts (Hons) Marketing and Management
Programme Code: MK025A

The University of Hull, United Kingdom

NCR1 CEF Modules 5

2867 8493 / 2867 8325 hull.mmg@hkuspace.hku.hk

This top-up degree programme equips students with the latest marketing and management knowledge such as marketing communications, digital marketing, social media, brand management, strategic management, etc. It aims to uplift students' competiveness and employability in job market. With professional training, students will be able to develop effective marketing and management strategies to solve business problems in competitive business environment.

R All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection. An applicant shall hold:

1. a Higher Diploma in Business (Marketing and Management/ Sales, Marketing and Advertising/ Marketing and Media) or an Associate of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE* with a GPA of 2.0 or above;

OR

2. a related Higher Diploma or Associate Degree offered by HKU SPACE or a Higher Diploma or an Associate Degree from other tertiary institutions in the areas of marketing and/or management which are recognised by The University of Hull.

Graduates of the HKU SPACE Higher Diploma and Associate Degree programmes recognised by University of Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

i) a Grade E in the Use of English in HKALE; or
ii) Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill), or
iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

* Applicants holding the above qualifications mentioned in 1) awarded within the HKU system through HKUSPACE recognised by The University of Hull are considered as having met its English proficiency requirement and are therefore not required to provide additional proof of English language proficiency.

$ HK$12,500 per module (Tuition Fee rates are reviewed and agreed annually and published no later than June in the year of the next academic year start.)
Application Fee: HK$200 (Non-refundable)

D 18 months to 36 months EN 中 English

Q Level 5 (Reg. No.: 15/002105/L5) Validity Period: 01 Sep 2015 - 31 Aug 2024

Application Code: 1845-MK025A

Application Deadline	8 Aug 2020
Commencement Date	Sep 2020

Bachelor of Arts (Hons) Marketing
Programme Code: MK023A

The University of Hull, United Kingdom

NCR1 CEF Modules 5

2867 8493 / 2867 8325 hull.mmg@hkuspace.hku.hk

This programmes provides you with practical knowledge and vocational skills in marketing. You will be able to apply effective marketing strategies, digital and social media marketing techniques and persuasive communication tactics in different market environment and equipped with analytical skills and critical thinking ability. This programme will also help you to develop your critical thinking and analytical skills.

R All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection. An applicant shall hold:

1. a Higher Diploma in Business (Marketing and Management/ Sales, Marketing and Advertising/ Marketing and Media) or an Associate of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE* with a GPA of 2.0 or above;

OR

2. a related Higher Diploma or Associate Degree offered by HKU SPACE or a Higher Diploma or an Associate Degree from other tertiary institutions in the areas of marketing and/or management which are recognised by The University of Hull.

Graduates of the HKU SPACE Higher Diploma and Associate Degree programmes recognised by University of Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

i) a Grade E in the Use of English in HKALE; or
ii) Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill), or
iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

* Applicants holding the above qualifications mentioned in 1) awarded within the HKU system through HKUSPACE recognised by The University of Hull are considered as having met its English proficiency requirement and are therefore not required to provide additional proof of English language proficiency.

$ HK$12,500 per module (Tuition Fee rates are reviewed and agreed annually and published no later than June in the year of the next academic year start.)
Application Fee: HK$200 (Non-refundable)

D 18 months to 36 months EN 中 English

Q Level 5 (Reg. No.: 15/002103/L5) Validity Period: 01 Sep 2015 - 31 Aug 2024

Application Code: 1845-MK023A

Application Deadline	8 Aug 2020
Commencement Date	Sep 2020

Advanced Diploma in Marketing
Programme Code: MK003A

2867 8316 CEF Modules 4

ADip.marketing@hkuspace.hku.hk

Marketing plays an important strategic role in business. To improve your employability and competitiveness, HKU SPACE offers a series of part-time Advanced Diploma in Marketing programmes to equip you with up-to-date practical marketing knowledge in selected realms of digital / social media marketing, brand management, retailing and marketing that will prepare you for career advancement and higher education at degree level. Programme Highlights:

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 EN 中 English

Q Level 4 (Reg. No.: 09/001365/4) Validity Period: 01 Feb 2009 - on-going

Application Code: 1835-MK003A

Application Deadline	4 Jul 2020
Commencement Date	27 Jul 2020

Application Code: 1855-MK003A

Application Deadline	17 Oct 2020
Commencement Date	Nov 2020

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。

Marketing Communications and Branding
營銷傳播及品牌

Advanced Diploma in Marketing and Brand Management
Programme Code: MK002A

2867 8316

CEF Modules 4

ADip.marketing@hkuspace.hku.hk

This programme provides a firm foundation to equip you with knowledge and skills in developing brand strategies and managing brands in a multi-cultural market environment. It also prepares you for higher education at degree level and career advancement in brand management in a competitive market environment.

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.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going

Application Code: 1835-MK002A

Application Deadline	4 Jul 2020
Commencement Date	27 Jul 2020

Application Code: 1855-MK002A

Application Deadline	17 Oct 2020
Commencement Date	Nov 2020

Advanced Diploma in Marketing and Public Relations
Programme Code: MK067A

2867 8316

CEF Modules 4

ADip.marketing@hkuspace.hku.hk

The rapid development in digital technology and new social media massively reshaped the public relations ('PR') practices and communications. PR executives have to acquire new skills to handle day-to-day PR operations and to capitalize the internet penetration and mobile browsing in order to achieve new PR targets in online reputation management, content amplification, electronic media word-of-mouth, and data-driven public relations, etc.

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.: 18/000004/L4) Validity Period: 01 Jan 2018 - on-going

Application Code: 1835-MK067A

Application Deadline	4 Jul 2020
Commencement Date	27 Jul 2020

Application Code: 1855-MK067A

Application Deadline	17 Oct 2020
Commencement Date	Nov 2020

Professional Diploma in Marketing
Programme Code: MK037A

Hong Kong Institute of Marketing

CEF Modules 4

2867 8499 / 2910 7616

prof.mkt@hkuspace.hku.hk

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.

R To qualify for admission to the Professional Diploma programme, applicants shall:
- hold a Diploma/Advanced Diploma awarded by a recognised institution; or
- hold a Professional Certificate in Marketing awarded within the HKU system through HKU SPACE or equivalent.
- Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

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

To be advised

D 1 year to 2 years

English

Q Level 4 (Reg. No.: 07/001830/4) Validity Period: 05 May 2008 - on-going

Application Code: 1835-MK037A

Application Deadline	20 Jun 2020
Commencement Date	Jul 2020

Application Code: 1855-MK037A

Application Deadline	24 Oct 2020
Commencement Date	Nov 2020

See legend on page 2 & 8
圖像說明於第2及8頁

Professional Diploma in Marketing for Pharmaceutical Industries
Programme Code: MK075A

2867 8499 / 3762 0081 NEW

pharma.mkt@hkuspace.hku.hk

The rapid aging society in Hong Kong and the pharma landscape connected among Hong Kong, Taiwan and China have created big business opportunities for pharmaceutical products and medical devices. To prepare the marketing and sales executives of pharmaceutical industry and medical device to capture the growing business and face the fierce competition in the market, HKU SPACE introduces the Professional Diploma in Marketing for Pharmaceutical Industries to equip them with solid foundation of knowledge and skills for success in the field.

R Applicants shall hold:
- A Diploma/ Advanced Diploma awarded by a recognized institution; or
- A Professional Certificate in Marketing awarded within the HKU system through HKU SPACE or equivalent.

Applicants with a science background are preferred.

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

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

To be advised

D 1 year to 2.5 years

English

Q Level 4 (Reg. No.: 19/001296/L4) Validity Period: 01 Feb 2020 - on-going

Application Code: 1835-MK075A

Application Deadline	20 Jun 2020
Commencement Date	Jul 2020

Application Code: 1855-MK075A

Application Deadline	24 Oct 2020
Commencement Date	Nov 2020

Executive Diploma in Public Relations and Event Management
Programme Code: EP088A

Application Code: 1780-EP088A

2867 8313 ws.chiu@hkuspace.hku.hk

The programme aims to meet the continuing education and professional development needs of those who are currently working in public relations and/ or event management or those who have aspirations in these areas. The programme provides students with core event management concepts as well as knowledge in public relations and corporate branding. A broad and holistic view in event management will be given to students with practical public relations techniques and tools to achieve the corporates branding goals and objectives

R Applicants shall hold:
- a bachelors degree awareded by a recognized university or equivalent; or
- an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of working expereince; or
- relevant professional qualifications.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merits.

$ HK$13,000
Application Fee: HK$150 (Non-refundable)

D 2 months

English supplemented with Cantonese

Application Code: 1850-EP088A

Application Deadline	Sep 2020
Commencement Date	Oct 2020

Executive Certificate in Public Relations and Corporate Branding
Programme Code: EP089A

Application Code: 1770-EP089A

2867 8313 ws.chiu@hkuspace.hku.hk

The programme aims to meet the continuing education and professional development needs of people who are currently working in public relations or those who have aspirations in this area. The programme provides students with knowledge in practical public relations techniques and tools to achieve the corporates branding goals and objectives.

R Applicants shall hold:
- a bachelors degree awareded by a recognized university or equivalent; or
- an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of working expereince; or
- relevant professional qualifications.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merits.

$ HK$7,000
Applicatoin Fee : HK$150 (Non-refunable)

Weekday evenings

D 2 months

English supplemented with Cantonese

Application Code: 1855-EP089A

Application Deadline	Oct 2020
Commencement Date	Nov 2020

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。

Marketing Communications and Branding
營銷傳播及品牌

行政人員證書《創意品牌及品牌管理》
課程編號：EP114A

香港品牌發展局

報名代碼：1840-EP114A

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《品牌管理》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它更切合市務人員的需要。

課程旨在為學員提供實用的策略和工具以建構、發展、及管理品牌，讓他們掌握在數碼時代建立及管理成功品牌的要素和技巧。

此全新課程包含了設計思維(design thinking)的元素，務求激發學員的創意，應用到品牌管理的工作上。

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)

- 逢周六，2:00pm - 6:00pm
- 周末

D 2個月

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	2020年8月
開課日期	2020年8月

證書(單元：行銷及銷售管理工作坊一)
課程編號：MK056A

報名代碼：1860-MK056A

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

本課程旨在提高銷售從業員在營銷談判和公司營銷的架構及控制的技巧及知識。

R 申請人應該
- 完成香港中學會考課程；或
- 完成香港高中課程；或
- 年滿21歲或以上及具有最少兩年相關工作經驗。

$ HK$2,100

- 逢周六
- 周末

D 4個星期

香港大學專業進修學院教學中心

粵語，輔以英語

Q 資歷架構級別：2 資歷名冊登記號碼：14/003531/L2
資歷名冊登記有效期：2014年11月4日 - 持續有效

截止報名日期	2020年12月
開課日期	2020年12月

證書(單元：行銷及銷售管理工作坊二)
課程編號：MK057A

報名代碼：1860-MK057A

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

本課程旨在提高銷售從業員在營銷行政及管理方面的技巧及知識，讓學員了解客戶消費行為及顧客關係管理。

R 申請人應該
- 完成香港中學會考課程；或
- 完成香港高中課程；或
- 年滿21歲或以上及具有最少兩年相關工作經驗。

$ HK$2,100

- 逢周六
- 周末

D 4個星期

香港大學專業進修學院教學中心

粵語，輔以英語

Q 資歷架構級別：2 資歷名冊登記號碼：14/003532/L2
資歷名冊登記有效期：2014年11月4日 - 持續有效

截止報名日期	2020年12月
開課日期	2020年12月

證書(單元：行銷及銷售管理工作坊三)
課程編號：MK058A

報名代碼：1860-MK058A

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

本課程旨在提高銷售從業員在尊要客戶和策略營銷管理的技巧和知識。

R 申請人應該
- 完成香港中學會考課程；或
- 完成香港高中課程；或
- 年滿21歲或以上及具有最少兩年相關工作經驗。

$ HK$2,100

- 逢周六
- 周末

D 4個星期

香港大學專業進修學院教學中心

粵語，輔以英語

Q 資歷架構級別：2 資歷名冊登記號碼：14/003533/L2
資歷名冊登記有效期：2014年11月4日 - 持續有效

截止報名日期	2020年12月
開課日期	2020年12月