Certificate for Module (Public Relations Planning)
Programme Code: MK074A

Application Code: 1855-MK074A

2867 8316 | ADip.marketing@hkuspace.hku.hk

This programme aims to offer basic knowledge and skills in public relations planning so as to prepare students for day-to-day operations in public relations.

R Applicants shall:
1) have gained in the HKALE Grade E in 2 subjects; 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) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; or
5) hold a certificate in the marketing, business or related discipline; or
6) be at least 21 of age with 3 years of relevant work experience.

$ HK$3,950

D 4 months | English

Q Level 4 (Reg. No.: 19/001092/L4) Validity Period: 01 Oct 2019 - on-going

Application Deadline	17 Oct 2020
Commencement Date	Nov 2020

Master of Science in Marketing with Sales Management
Programme Code: MK022A

Edinburgh Napier University, UK

NCR1

2867 8315 | msc.marketing@hkuspace.hku.hk

MSc in Marketing with Sales Management is two-year part-time programmes jointly offered by Edinburgh Napier University and HKU SPACE since Year 2015. Over the last few decades, selling has evolved from focusing on short term seller needs to longer term customer and seller needs. The importance of selling skills to corporate performance and economic growth is increasingly recognised by corporations and governments. Moreover, the sales function does play a crucial role in the marketing planning and management process. The programme aimed to equip students with the knowledge and intellectual capabilities to develop a career in this field.

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 2 instalments)
Application Fee: HK$200 (Non-refundable)
Any HKU SPACE Learning Centres

D 24 months to 28 months | English

Application Code: 1850-MK022A

Application Deadline	Sep 2020
Commencement Date	Oct 2020

Application Code: 1870-MK022A

Application Deadline	Jan 2021
Commencement Date	Feb 2021

Postgraduate Diploma in Fashion Marketing and Management
Programme Code: MK071A

2867 8315

pgdip.marketing@hkuspace.hku.hk

This postgraduate Diploma is designed to provide opportunities for marketing or retailing practitioners in the fashion business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the fashion business.

R Applicants should have:
1. i. a bachelor's degree awarded by a recognized institution; OR
   ii. hold relevant and recognized professional qualifications and have three years of relevant work experience.

AND

2. provide evidence of English proficiency if they hold a professional qualification or their bachelor's degree is from a university where the teaching medium is not English, 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
   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 (subject to change)
Application Fee: HK$150 (Non-refundable)
Any HKU SPACE Learning Centres

D 12 months to 24 months | English

Q Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 - on-going

Application Code: 1835-MK071A

Application Deadline	Jan 2020
Commencement Date	Jul 2020

Application Code: 1855-MK071A

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。

Retail, Fashion and Luxury Brand Management
零售、時裝及奢侈品品牌管理

Postgraduate Diploma in Luxury Services and Brand Management
Programme Code: MK070A

2867 8315

CEF Modules 6

pgdip.marketing@hkuspace.hku.hk

This Postgraduate Diploma is designed to provide opportunities for practitioners in the luxury goods and services business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the luxury business sector.

R Applicants should have:

1. i. hold a bachelor's degree awarded by a recognized university; or
   ii. hold relevant and recognized professional qualifications and have three years of relevant work experience.

AND

2. provide evidence of English proficiency if they hold a professional qualification or their bachelor's degree is from a university where the teaching medium is not English, 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
   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 (subject to change)
Application Fee: HK$150 (Non-refundable)

Any HKU SPACE Learning Centres

D 12 months to 24 months

English

Q Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 - on-going

Application Code: 1835-MK070A

Application Deadline	Jun 2020
Commencement Date	Jul 2020

Application Code: 1855-MK070A

Application Deadline	Oct 2020
Commencement Date	Nov 2020

Advanced Diploma in Marketing and Retail Management
Programme Code: MK030A

2867 8316

CEF Modules 4

ADip.marketing@hkuspace.hku.hk

The rapid development in digitalization and multi-channel retailing has transformed the retail landscape. Total customer satisfaction has been redefined through personalized shopping experience via multi-channel retailing. Nowadays, customers may use more than one sales channels to shop. This part-time advanced diploma programme equips you with new retail management knowledge and skills for multichannel retailing through in-store, online, mobile retailing, 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.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

Application Code: 1835-MK030A

Application Deadline	4 Jul 2020
Commencement Date	27 Jul 2020

Application Code: 1855-MK030A

Application Deadline	17 Oct 2020
Commencement Date	Nov 2020

Executive Certificate in Fashion Buying and Merchandising
Programme Code: EP111A

Application Code: 1860-EP111A

28678313 / 2867 8315

ws.chiu@hkuspace.hku.hk

This programme aims to enhance the skills for people working in the fashion industry in the areas of buying and/or merchandising. Participants will learn the structure of the global fashion market, segmentation, trend research, sourcing, range planning, visual communication, sales analysis and profit management.

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 (e.g. fashion buying, fashion merchandising, fashion marketing, and fashion retailing).

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

$ HK$6,800
- Alumni Rate: HK$6,300

Application Fee: HK$150 (Non-refundable)

D 2 months

English supplemented with Cantonese

Application Deadline	Nov 2020
Commencement Date	Dec 2020

行政人員證書《珠寶營銷》
課程編號：EP127A

報名代碼：1855-EP127A

2867 8313 / 2867 8315

ws.chiu@hkuspace.hku.hk

本課程旨在教授學員珠寶行業的專業營銷理論及實踐知識。課程內容包括寶石學，行業宏觀營商環境，奢侈品消費者行為學，客戶關係管理，品牌策略，及商業運營分析。

R 申請人應該持有：
（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／高級文憑或同等學歷及最少兩年工作經驗。

申請人若持有其他資格及相應工作經驗，學院將按個別情況考慮。

$ HK$7,300
HK$7,000 (早鳥優惠)
HK$7,000 (二人同行優惠)
校方有權利就課程費用作出更改
報名費用：HK$150 (取錄與否，概不退還)

D 2個月　　逢周六，10:00am – 4:00pm

粵語輔以英語

截止報名日期	2020年10月
開課日期	2020年11月

證書（單元：零售業市場營銷及管理工作坊一）
課程編號：MK059A

報名代碼：1855-MK059A

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

本課程旨在介紹各類零售業的環境和特質及幫助學員了解零售業的營運和管理。

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

$ HK$2,100　　- 逢周六，9:30am - 6:00pm
- 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：14/003534/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11月
開課日期	2020年11月

證書（單元：零售業市場營銷及管理工作坊二）
課程編號：MK060A

報名代碼：1855-MK060A

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

本課程旨在為學員介紹客戶關係管理，從而幫助他們了解、吸引和保留顧客。讓學員了解採購及庫存管理程序。

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

$ HK$2,100　　- 逢周六，9:30am - 6:00pm
- 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：14/003535/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11月
開課日期	2020年11月

證書（單元：零售業市場營銷及管理工作坊三）
課程編號：MK061A

報名代碼：1855-MK061A

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

本課程旨在為學員說明銷售及服務團隊的人事管理技巧和介紹如何為各類大小型零售商設計零售市場策略。

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

$ HK$2,100　　- 逢周六，9:30am - 6:00pm
- 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：14/003536/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11月
開課日期	2020年11月

Certificate for Module (Strategic Retail Marketing)
Programme Code: MK072A

Application Code: 1835-MK072A

2867 8316　　ADip.marketing@hkuspace.hku.hk

This programme aims at providing students with fundamental knowledge and skills of multichannel retailing and major retail marketing strategies to prepare them for facing challenges in the fast-changing retail business environment.

R Applicants shall:
1) have gained in the HKALE Grade E in 2 subjects; 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) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; or
5) hold a certificate in the marketing, business or related discipline; or
6) be at least 21 of age with 3 years of relevant work experience.

$ HK$3,950

D 4 months　　English

Q Level 4 (Reg. No.: 19/001094/L4) Validity Period: 01 Oct 2019 - on-going

Application Deadline	4 Jul 2020
Commencement Date	Jul 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。

Retail, Fashion and Luxury Brand Management
零售、時裝及奢侈品品牌管理

Certificate for Module (Retail Management and Operations)
Programme Code: MK073A

Application Code: 1855-MK073A

2867 8316 | ADip.marketing@hkuspace.hku.hk

This programme is designed to provide students with a basic understanding of the key management operations in retail business to prepare them for day-to-day retail operations.

R Applicants shall:
1) have gained in the HKALE Grade E in 2 subjects; 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) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; or
5) hold a certificate in the marketing, business or related discipline; or
6) be at least 21 of age with 3 years of relevant work experience.

$ HK$3,950

D 4 months | English

Q Level 4 (Reg. No.: 19/001093/L4) Validity Period: 01 Oct 2019 - on-going

Application Deadline	17 Oct 2020
Commencement Date	Nov 2020

Diamond Grading Certification Programme
Programme Code: MKTG9203

Application Code: 1850-2013NW

2867 8313 / 2867 8315 | ws.chiu@hkuspace.hku.hk

The highly skilled HRD Antwerp trainers will guide you through the fascinating world of diamonds. You will learn how to detect the most common simulants and will be able to work with the HRD Antwerp stereozoom microscope and other gemological equipment. At the same time, you will develop impeccable diamond grading skills. This course is a perfect balance between theoretical knowledge and practical skills. Participants who successfully pass the final examination will be awarded the 'HRD Antwerp Certified Diamond Grader' certificate.

R One must be at least 18 years of age.

$ HK$25,000
- Third Age Rate : HK$20,000 (The course offers 20% discount for aged 60 or above. The number of discount places available in some courses is subject to a quota. Third age learners must apply in person and present their HKID card/Passport for age verification at the time of their course enrolment.)

D 5 weeks | English

Application Deadline	Oct 2020
Commencement Date	Oct 2020

High Horology Specialist Certification Programme
Programme Code: MKTG9202

Application Code: 1870-1702NW

2867 8313 / 2867 8315 | ws.chiu@hkuspace.hku.hk

The High Horology Specialist Certification Programme is the second level certification offered by FHH. It is targeting at the fine watchmaking enthusiasts and/or practitioners who are also holders of the first level FHH certification (Watch Essentials or Watch Advisor).

R Holder of the FHH Watch Essentials or Watch Advisor Certificate, and be at least 18 years of age.

$ HK$7,900 | **D** 1 month

Cantonese supplemented with materials in English

Application Deadline	Feb 2021
Commencement Date	Feb 2021

High Horology Certification Programme
Programme Code: MKTG9179

Application Code: 1770-1665NW

2867 8313 / 2867 8315 | ws.chiu@hkuspace.hku.hk

This programme aims to discover and deepen understand of the fine watchmaking industry, prepare to enter the watch and jewellery industry and get the FHH Watch Advisor Certification recognition and become a true watch connoisseur.

R One must be at least 18 years of age.

$ HK$7,500 | **D** 1 month

Cantonese supplemented with materials in English

Application Deadline	Feb 2020
Commencement Date	Feb 2020

R Minimum Entry Requirements 基本入學要求(P.340) $ Fee 學費 D Duration 修業期 Date/Time 日期/時間 Venue 地點
Tutor 導師 Medium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程

See legend on page 2 & 8
圖像說明於第2及8頁