

Digital and Social Media Marketing

數碼及社交媒體推廣

Postgraduate Diploma in Digital and Social Media Marketing

Programme Code: MK004A

2867 8315

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

AND

- 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:
 - an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
 - 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
 - HKDSE Examination English Language at Level 3 or above; or
 - HKALE Use of English at Grade E or above; or
 - 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) **Any HKU SPACE Learning Centres**
Application Fee: HK\$150 (Non-refundable)

D 12 months to 24 months **English**

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

Application Code: 1875-MK004A

Application Deadline	Feb 2021
Commencement Date	Mar 2021

Application Code: 1935-MK004A

Application Deadline	Jun 2021
Commencement Date	Jul 2021

Postgraduate Diploma in Strategic Branding and Digital Reputation Management

Programme Code: MK065A

2867 8315

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

AND

- 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:
 - an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or

- 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
- HKDSE Examination English Language at Level 3 or above; or
- HKALE Use of English at Grade E or above; or
- 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: 1875-MK065A

Application Deadline	Feb 2021
Commencement Date	Mar 2021

Application Code: 1935-MK065A

Application Deadline	Jun 2021
Commencement Date	Jul 2021

Advanced Diploma in Digital and Social Media Marketing

Programme Code: MK052A

2867 8316

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: 1875-MK052A

Application Deadline	27 Feb 2021
Commencement Date	15 Mar 2021

Application Code: 1935-MK052A

Application Deadline	26 Jun 2021
Commencement Date	Jul 2021

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。
NCR2 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。
NCR3 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。
 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 Growth Hacking and Data-Informed Marketing

Programme Code: EP119A

Application Code: 1870-EP119A

2867 8313

ws.chiu@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

- Alumni Rate: HK\$6,500

Application Fee: HK\$150 (Non-refundable)

D 1 months

E English

Application Deadline Jan 2021

Commencement Date Feb 2021

Executive Certificate in Big Data and Artificial Intelligence Marketing

Programme Code: EP139A

Application Code: 1865-EP139A

2867 8313

ws.chiu@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

- Early Bird Rate: HK\$6,300

- Alumni Rate: HK\$6,300

Application Fee: HK\$150 (Non-refundable)

D 1 month

E Cantonese supplemented with materials in English

Application Deadline Dec 2020

Commencement Date Jan 2021

Executive Certificate in Digital and Social Media Marketing

Programme Code: EP120A

Application Code: 1870-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

Application Fee: HK\$150 (Non-refundable)

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

D 2 months

V HKU SPACE Learning Centre

E Cantonese, supplemented with English materials

Application Deadline Feb 2021

Commencement Date Feb 2021

行政人員證書《數碼及內容營銷》

課程編號: EP069A

報名代碼: 1875-EP069A

2910 7616 / 2867 8499

ec.marketing@hkuspace.hku.hk

本課程為期2個月(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。

\$ HK\$6,750

報名費用: HK\$200 (取錄與否, 概不退還)

D 2個月

C - 逢周六, 10:00am - 5:00pm
- 周末

E 粵語, 輔以英文教材

截止報名日期 2021年3月

開課日期 2021年3月

Executive Certificate in Social Media and Digital Marketing Analytics

課程編號：EP096A

報名代碼：1875-EP096A

☎ 2910 7616 / 2867 8499

✉ ec.marketing@hkuspace.hku.hk

本課程旨在讓學員了解社交媒體及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)

🕒 - 逢周六

🕒 - 周末

D 1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

2021年3月

開課日期

2021年3月

行政人員證書《數碼品牌傳播》

課程編號：EP115A

Hong Kong Brand Development Council

報名代碼：1890-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場人員的需要。

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場人員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)

🕒 - 逢周六，2:30pm - 6:30pm

🕒 - 周末

D 2個月

🗣️ 粵語，輔以英文教材

截止報名日期

2021年6月

開課日期

2021年6月

Executive Certificate in Data-driven Creative Thinking for Marketers

Programme Code: EP134A

Application Code: 1950-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

Application Fee: HK\$150 (Non-refundable)

🕒 - Sat, Sun

🕒 - Weekends

D 5 weeks

📍 HKU SPACE Learning Centre

🗣️ Cantonese supplemented with English terminologies and materials

Application Deadline

Oct 2021

Commencement Date

Oct 2021

Executive Certificate in Professional Digital Media Selling

Programme Code: EP164A

Application Code: 1950-EP164A

☎ 2910 7616 / 2867 8499

✉ ec.marketing@hkuspace.hku.hk

Two brand new programmes are launched in collaboration with IAB Hong Kong which aim to groom talents for the digital media industries and to elevate the knowledge and skill sets of the workforce. The Executive Certificate in Professional Digital Media Selling is designed for digital media sales practitioners in media or other companies.

- 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.

Preference may be given to applicants with qualifications such as the Google Ads Certification or Facebook Blueprint Certification.

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

\$ HK\$7,500

- Early Bird Rate: HK\$6,750 (For non-IAB members, applicants who apply one month before the start date will enjoy 10% early bird discount on tuition fee.)

- Professional Body Rate: HK\$6,750 (IAB Hong Kong members will get 10% discount on the tuition fee. The two discount offers cannot be used at the same time.)

Application Fee: HK\$150 (IAB Hong Kong members will get waiver of application fee)

(For IAB Hong Kong members please apply the programme at enrollment centre for waiving the application fee).

D 2 months

🕒 - Sat

🕒 - Weekends

🗣️ English

📍 HKU SPACE Learning Centre

Application Deadline

Oct 2021

Commencement Date

Oct 2021

Digital and Social Media Marketing

數碼及社交媒體推廣

Executive Certificate in Effective Digital Media Buying and Planning

Programme Code: EP165A

Application Code: 1940-EP165A

2910 7616 / 2867 8499

ec.marketing@hkuspace.hku.hk

Two brand new programmes are launched in collaboration with IAB Hong Kong which aim to groom talents for the digital media industries and to elevate the knowledge and skill sets of the workforce. The Executive Certificate in Effective Digital Media Buying and Planning is designed for media buying and planning practitioners in agencies or other organizations.

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.

Preference may be given to applicants with qualifications such as the Google Ads Certification or Facebook Blueprint Certification.

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

\$ HK\$7,500
- Early Bird Rate: HK\$6,750 (For non-IAB members, applicants who apply one month before the start date will enjoy 10% early bird discount on tuition fee.)
- Professional Body Rate: HK\$6,750 (IAB Hong Kong members will get 10% discount on the tuition fee. The two discount offers cannot be used at the same time.)
Application Fee: HK\$150 (IAB Hong Kong members will get waiver of application fee)
(For IAB Hong Kong members please apply the programme at enrollment centre for waiving the application fee.)

D 2 months

Sat
- Weekends

English

HKU SPACE Learning Centre

Application Deadline Aug 2021

Commencement Date Aug 2021

數碼營銷通路

課程編號: MKTG9188

報名代碼: 1865-3395NW

2867 8313

ws.chiu@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

周末

\$ 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)
- 早鳥優惠: HK\$1,600

D 1 日

廣東話

截止報名日期 2021 年 1 月

開課日期 2021 年 1 月

內容營銷

課程編號: MKTG9212

報名代碼: 1865-6555NW

2867 8313

ws.chiu@hkuspace.hku.hk

此工作坊專為營銷及商業人員而設, 課程內容包括內容營銷策略基本步驟及運用。

\$ 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)
- 早鳥優惠: HK\$1,600

D 1 日

廣東話

截止報名日期 2021 年 1 月

開課日期 2021 年 1 月

大數據營銷策略

課程編號: MKTG9194

報名代碼: 1875-3388NW

2867 8313

ws.chiu@hkuspace.hku.hk

依托多平台的大數據採集, 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

周末

\$ 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)
- 預早報名優惠: HK\$1,600

D 1 日

粵語輔以英語

截止報名日期 2021 年 3 月

開課日期 2021 年 3 月

搜索引擎優化

課程編號: MKTG9168

報名代碼: 1875-1867NW

2867 8313

ws.chiu@hkuspace.hku.hk

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

周末

\$ 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)
- 預早報名優惠: HK\$1,600

D 1 日

廣東話

截止報名日期 2021 年 3 月

開課日期 2021 年 3 月

R Minimum Entry Requirements 基本入學要求 (P.332)

\$ Fee 學費

D Duration 修業期

T Tutor 導師

M Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

Date/Time 日期/時間

Venue 地點

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

Facebook 營銷實戰

課程編號：MKTG9169



報名代碼：1875-3778NW



2867 8313

ws.chiu@hkuspace.hku.hk

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

W 周末

\$ 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)
- 預早報名優惠：HK\$1,600

D 1 日

E 廣東話

截止報名日期 2021 年 3 月

開課日期 2021 年 3 月

移動營銷新面貌

課程編號：MKTG9170



報名代碼：1875-3878NW



2867 8313

ws.chiu@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

W 周末

\$ 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)
- 早鳥優惠：HK\$1,600

D 1 日

E 廣東話

截止報名日期 2021 年 3 月

開課日期 2021 年 3 月

微信營銷實戰

課程編號：MKTG9189



報名代碼：1870-3788NW



2867 8313

ws.chiu@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營銷策略及。

R 年滿十八歲或以上人士

W 周末

\$ 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)
- 預早報名優惠：HK\$1,600

D 1 日

E 廣東話

截止報名日期 2021 年 2 月

開課日期 2021 年 2 月

Google Analytics

Programme Code: MKTG9200



Application Code: 1865-1730NW



2867 8313

ws.chiu@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

W Weekends

\$ HK\$1,800

- Alumni Rate: HK\$1,600 (application must be submitted to enrollment centres)
- Early Bird: HK\$1,600

D 1 day

E English

Application Deadline Jan 2021

Commencement Date Jan 2021

Google Ads Platform

Programme Code: MKTG9208



Application Code: 1865-5944NW



2867 8313

ws.chiu@hkuspace.hku.hk

This workshop is designed for people who advertise on the greater Google environment. Participants will learn to use Google Ads Platform to manage their advertisements on AdWords, YouTube, Google Display Network, and Gmail.

R Age 18 or above

W Weekends

\$ HK\$1,800

- Alumni Rate: HK\$1,600 (application must be submitted to enrollment centres)
- Early Bird: HK\$1,600

D 1 day

E English

Application Deadline Jan 2021

Commencement Date Jan 2021

EDM Marketing

Programme Code: MKTG9209



Application Code: 1870-6545NW



2867 8313

ws.chiu@hkuspace.hku.hk

EDM marketing is the digital marketing strategy of sending emails to prospects and customers to acquire leads and generate sales. The workshop covers the process to build, optimize, and automate the email marketing funnel for a business.

R Age 18 or above

W Weekends

\$ HK\$1,800

- Alumni Rate: HK\$1,600 (application must be submitted to enrollment centres)
- Early Bird: HK\$1,600

D 1 day

E English

Application Deadline Jan 2021

Commencement Date Jan 2021

Digital and Social Media Marketing

數碼及社交媒體推廣

Facebook Business Manager

Programme Code: MKTG9207



Application Code: 1870-1515NW



2867 8315

ws.chiu@hkuspace.hku.hk

This workshop is designed for people who need to manage Facebook pages. The Facebook Business Manager is the tool for setting up advertising campaigns, giving access to third parties and collaborators, and analyzing user behaviour.

R Age 18 or above

\$ HK\$1,800

- Alumni Rate : HK\$1,600 (application must be submitted to enrollment centres)
- Early Bird : HK\$1,600

D 1 day

English

Application Deadline Jan 2021

Commencement Date Feb 2021

Power Up 營銷工作坊： 網紅及直播營銷致勝攻略

課程編號：MKTG9211



報名代碼：1870-1648NW



2910 7616 / 2867 8499

ec.marketing@hkuspace.hku.hk

Power Up Marketing Workshops - a series of workshops developed to help marketers and small business owners to find appropriate marketing solutions and to thrive in the post-COVID-19 economy.

The first in the series focuses on influencer marketing, which is growing rapidly with the rise of KOC (Key Opinion Consumer). Increasingly, we see more brands collaborate with influencers on social media to create resonance with their target customers. Coupling with the increased popularity of live streaming, more companies are taking advantage of these trends to produce entertaining content to engage directly with customers.

R Age 18 or above

\$ HK\$1,800

- Alumni Rate : HK\$1,600 (application must be submitted to enrollment centres)
- Early Bird : HK\$1,600 (application submitted at least 3 weeks before the start date)

D 1 day

Sat

Cantonese, supplemented with English materials

截止報名日期 2021年2月

開課日期 2021年2月

Marketing Communications and Branding

營銷傳播及品牌

Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK



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

English

D 24 months to 28 months

Application Code: 1870-MK008A

Application Deadline Jan 2021

Commencement Date Feb 2021

Application Code: 1890-MK008A

Application Deadline May 2021

Commencement Date Jun 2021

Master of Science in Marketing with Festival and Event Management

Programme Code: MK026A

Edinburgh Napier University, UK



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:

- 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.

R Minimum Entry Requirements 基本入學要求 (P.332)

\$ 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