

### 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:
- a bachelor's degree awarded by a recognized institution; OR
  - hold relevant and recognized professional qualifications and have three years of relevant work experience.

AND

- 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:
  - 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
  - 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) **D** 12 months to 24 months  
Application Fee: HK\$150 (Non-refundable)



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

Application Code: 1875-MK071A

Application Deadline	Feb 2021
Commencement Date	Mar 2021

Application Code: 1935-MK071A

Application Deadline	Jun 2021
Commencement Date	Jul 2021

### Postgraduate Diploma in Luxury Services and Brand Management

Programme Code: MK070A

2867 8315

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

AND

- 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:
  - 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
  - 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) **D** 12 months to 24 months  
Application Fee: HK\$150 (Non-refundable)



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

Application Code: 1875-MK070A

Application Deadline	Feb 2021
Commencement Date	Mar 2021

Application Code: 1935-MK070A

Application Deadline	Jun 2021
Commencement Date	Jul 2021

# Retail, Fashion and Luxury Brand Management

## 零售、時裝及奢侈品品牌管理

### Advanced Diploma in Marketing and Retail Management

Programme Code: MK030A

2867 8316

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

**Q** Level 4 (Reg. No.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

Application Code: 1875-MK030A

Application Deadline	27 Feb 2021
Commencement Date	15 Mar 2021

Application Code: 1935-MK030A

Application Deadline	26 Jun 2021
Commencement Date	Jul 2021

### Executive Certificate in Fashion Buying and Merchandising

Programme Code: EP111A

Application Code: 1865-EP111A

28678313

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 awarded by a recognized university or equivalent; or
  - an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of working experience; 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** 1 month English supplemented with Cantonese

Application Deadline	Dec 2020
Commencement Date	Jan 2021

**R** Minimum Entry Requirements 基本入學要求 (P.332) **\$** Fee 學費 **D** Duration 修業期  
**NP** Tutor 導師 **ES** Medium of Instruction 教學語言 **Q** Qualifications Framework 資歷架構

### 行政人員證書《珠寶營銷》

課程編號: EP127A

報名代碼: 1870-EP127A

2867 8313

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

**D** 2 個月

逢周六, 10:00am - 4:00pm

粵語輔以英語

截止報名日期	2021 年 1 月
開課日期	2021 年 2 月

### Certificate for Module (Strategic Retail Marketing)

Programme Code: MK072A

Application Code: 1875-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	27 Feb 2021
Commencement Date	Mar 2021

**R** Minimum Entry Requirements 基本入學要求 (P.332) **\$** Fee 學費 **D** Duration 修業期  
**NP** Tutor 導師 **ES** 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

### Certificate for Module (Retail Management and Operations)

Programme Code: MK073A

Application Code: 1935-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

**E** English

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

**Application Deadline** 26 Jun 2021

**Commencement Date** Jul 2021

### Diamond Grading Certification Programme

Programme Code: MKTG9203

Application Code: 1865-2013NW

2867 8313

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

**E** Cantonese supplemented with materials in English

**Application Deadline** Dec 2020

**Commencement Date** Jan 2021

### High Horology Specialist Certification Programme

Programme Code: MKTG9202

Application Code: 1875-1702NW

2867 8313

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

**E** Cantonese supplemented with materials in English

**Application Deadline** Feb 2021

**Commencement Date** Feb 2021

### High Horology Certification Programme

Programme Code: MKTG9179

Application Code: 1870-1665NW

2867 8313

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

**E** Cantonese supplemented with materials in English

**Application Deadline** Jan 2021

**Commencement Date** Jan 2021