Pathways in Marketing Studies

Master of Science in Marketing with Festival and Event Management
Edinburgh Napier University, UK

Master of Science in Marketing
Edinburgh Napier University, UK

Master of Science Digital and Social Media Marketing
University of Plymouth, UK

Postgraduate Diploma in Digital and Social Media Marketing
HKU SPACE

Postgraduate Diploma in Fashion Marketing and Management
HKU SPACE

Postgraduate Diploma in Luxury Services and Brand Management
HKU SPACE

Postgraduate Diploma in Corporate Branding and Event Management
HKU SPACE

Bachelor of Arts (Hons) Marketing and Management
The University of Hull, UK

Bachelor of Arts (Hons) Marketing and Management
The University of Hull, UK

Professional Diploma in Marketing
HKU SPACE

Advanced Diploma in Marketing and Retail Management
HKU SPACE

Advanced Diploma in Marketing and Brand Management
HKU SPACE

Advanced Diploma in Marketing
HKU SPACE

Advanced Diploma in Marketing and Digital Social Media Marketing
HKU SPACE

Advanced Diploma in Marketing and Public Relations
HKU SPACE

Direct articulation path
Eligible to apply (Bridging courses are required)
Digital and Social Media Marketing
數碼及社交媒體推廣

MSc Digital and Social Media Marketing
Programme Code: MK078A
University of Plymouth, UK
Application Code: 1945-MK078A
2867 8313 / 2867 8315
msc.digitalmarketing@hkuspace.hku.hk

The MSc Digital and Social Media Marketing programme is jointly offered by University of Plymouth and HKU SPACE. This programme will deliver a mix of new and best practice in contemporary digital and social media marketing, along with significant communications insight and strategic insight into the digital sector. This will benefit both business and non-business graduates who wants to move into a more digital role in their career and/or develop as digital marketing specialists.

Application Code: 1935-MK052A
2867 8316 / 2867 8324
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.

Postgraduate Diploma in Digital and Social Media Marketing
Programme Code: MK004A
Application Code: 1935-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 Master's degree programmes with credit exemption.

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. 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.

Programme Code: EP119A
Application Code: 1935-MK052A
2867 8313
ws.chiu@hkuspace.hku.hk

Executive Certificate in Growth Hacking and Data-Informed Marketing
Programme Code: EP139A
Application Code: 1935-MK052A
2867 8313
ws.chiu@hkuspace.hku.hk

Executive Certificate in Big Data and Artificial Intelligence Marketing
Programme Code: EP139A
Application Code: 1935-MK052A
2867 8313
ws.chiu@hkuspace.hku.hk

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

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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.

Applicants should:
- have gained in the HKDSE Examination Level 3 or above; 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 HKALE Grade E in 1 subject, and have 2 years of relevant work experience; or
- have gained in the HKESE 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.

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 how digital growth tools are employed to maximize marketing performance.

Applicants should:
- hold a certificate in the marketing, business or related discipline; or
- have gained in the HKDSE Examination Level 3 or above; or
- have gained in the HKCEE Grade E in 4 subjects, and Level 2 in English Language; or
- have gained in the HKESE 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.

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

Validity Period: 17 Dec 2015 - on-going
Level 4 (Reg. No.: 15/003663/L4)
Digital and Social Media Marketing
數碼及社交媒體推廣

Marketing, Branding and Retail – Executive Certificate Programmes and Short Courses

The rapid development of technology leads to lots of changes in the business world. New opportunities arise, so do new challenges. To stay competitive and thrive in the fast-paced and increasingly connected economy, marketers need to level up their skills sets, and future-proof themselves by keeping abreast of the most up-to-date knowledge. With this in mind, the below curated list of executive certificate programmes and short courses are designed to help students acquire the necessary skills and knowledge to succeed in the digital economy.

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

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.

HK$6,000
Application Fee : HK$150
3 months

Executive Certificate in Effective Digital Media Buying and Planning
Programme Code: EP165A

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.

HK$6,000
Application Fee : HK$150
3 months

For more and latest programme information, please visit our website
hkuspace.hku.hk
Digital and Social Media Marketing
數碼及社交媒體推廣

數碼營銷威力工作坊

數碼營銷威力工作坊專為營銷及商業人員而設，協助其裝備及提升應用不同數碼營銷媒體的能力，並掌握數碼營銷的新趨勢，以應付當今快速變化的市場需求。

數碼營銷通路

課程編號：MKTG9188

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。

HK$1,800
HK$1,600（校友優惠/早鳥優惠）

1日

Power Up營銷工作坊：
網紅及直播營銷致勝攻略

課程編號：MKTG9211

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
HK$1,600（校友優惠/早鳥優惠）

1日

內容營銷

課程編號：MKTG9212

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
HK$1,600（校友優惠/早鳥優惠）

1日

大數據營銷策略

課程編號：MKTG9194

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。

HK$1,800
HK$1,600（校友優惠/早鳥優惠）

1日

搜索引擎優化

課程編號：MKTG9168

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。

HK$1,800
HK$1,600（校友優惠/早鳥優惠）

1日

For course details, please refer to P.233.
Digital and Social Media Marketing
數碼及社交媒體推廣

Facebook 營銷實戰
課程編號：MKTG9169

2867 8313  ws.chiu@hkuspace.hku.hk

建立 FACEBOOK PAGE，相信大家都不陌生，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。

HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

1 日

Google Ads Platform
Programme Code: MKTG9208

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.

HK$1,800
HK$1,600 (Alumni Rate / Early Bird)

1 day

移動營銷新面貌
課程編號：MKTG9170

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，學員將可了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。

HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

1 日

微信營銷實戰
課程編號：MKTG9189

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銷售策略及。

HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

1 日

Google Analytics
Programme Code: MKTG9200

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.

HK$1,800
HK$1,600 (Alumni Rate / Early Bird)

1 day

移动營銷新面貌
課程編號：MKTG9170

2867 8313  ws.chiu@hkuspace.hku.hk

隨着移動裝置普及，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，學員將可了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。

HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

1 日

EDM Marketing
Programme Code: MKTG9209

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.

HK$1,800
HK$1,600 (Alumni Rate / Early Bird)

1 day

Facebook Business Manager
Programme Code: MKTG9207

2867 8313  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.

Age 18 or above

HK$1,800
HK$1,600 (Alumni Rate / Early Bird)

1 day

Power Up營銷工作坊：網紅及直播營銷致勝攻略
課程編號：MKTG9211

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

Power Up營銷工作坊 -- 幫助營銷人員和小企業老闆找到合適的營銷解決方案，並成為 COVID-19 後經濟復甦作準備的一系列工作坊。

打響頭炮的是有關意見領袖營銷的課程。隨著 KOC (關鍵意見消費者) 的崛起，這種營銷方法亦得到更多的關注。越來越多品牌與社交媒體上的 KOL/KOC 合作為與其目標客戶產生共鳴。另外，隨著直播的日益普及，越來越多公司正在利用這些工具來製作有趣的內容，以直接與客戶互動。

HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

1 日