Master of Science in Marketing
Programme Code: MK008A
Edinburgh Napier University, UK
Application Code: 1950-MK008A
2867 8315  msc.marketing@hkuspace.hku.hk

The MSc in Marketing is a 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.

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
- 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$50,000 (paid by two installments)
Application Fee: HK$200
24 months to 28 months
English

Postgraduate Diploma in Corporate Branding and Event Management
Programme Code: MK066A
Application Code: 1935-MK066A
2867 8315  msc.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.

Applicants should have:
- a bachelor’s degree awarded by a recognized institution; OR
- a professional qualification in a relevant discipline and three 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;
- 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;
- HKESE 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
Application Fee: HK$150
1 year to 2 years
English
Level 6 (Reg. No.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

Master of Science in Marketing with Festival and Event Management
Programme Code: MK026A
Edinburgh Napier University, UK
Application Code: 1950-MK026A
2867 8315  msc.marketing@hkuspace.hku.hk

The MSc in Marketing with Festival and Event Management is a two-year part-time programme 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.

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
- 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$50,000 (paid by two installments)
Application Fee: HK$200
24 months to 28 months
English

Bachelor of Arts (Hons) Marketing and Management
Programme Code: MK025A
The University of Hull, UK
Application Code: 1945-MK025A
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’ competitiveness 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.

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 Degree from other tertiary institutions in the areas of marketing and/or management; 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:
- a Grade E in the Use of English in HKALE; or
- 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
- IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
- Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
- recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.
Marketing Communications and Branding
營銷傳播及品牌

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.

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

Duration: 20 months to max. 40 months
Level 4 (Reg. No.: 09/001365/4) Validity Period: 01 Feb 2009 - on-going

Advanced Diploma in Marketing in Brand Management
Programme Code: MK002A

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.

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

Duration: 20 months to max. 40 months
Level 4 (Reg. No.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going
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.

Applicants should:
- have gained in the HKALE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 5 subjects including English language; and
- have gained in the HKDSE Examination Level 1 in 2 subjects including English Language; or
- have gained in the HKCSE Examination Level 1 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
20 months to max. 40 months
English
Level 4 (Reg. No.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going

The Professional Diploma in Marketing Programme is developed for individuals who want to equip with strategic understanding of core marketing knowledge and data-driven public relations, etc. The programme aims to meet the continuing education and professional development needs of people who are currently working in public relations and corporate branding. A broad and holistic view in 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 or those who have aspirations in these areas.

To qualify for admission to the Professional Diploma programme, applicants shall:
- have gained in the HKDSE examination Level 2 or above in 5 subjects including English Language; or
- have gained in the HKCEE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 2 subjects; or
- be aged at least 21 with 3 years of relevant work experience

HK$3,950 per module
Application Fee: HK$150
1 year to 2 years
English
Level 4 (Reg. No.: 19/001296/L4) Validity Period: 01 Feb 2020 - on-going

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.

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.

HK$4,150 per module
Application Fee: HK$150
2 months

Marketing Communications and Branding
營銷傳播及品牌
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. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

The programme aims to meet the continuing education and professional development needs of those who are currently working in public relations and 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.

To qualify for admission to the programme, applicants shall:
- have gained in the HKALE Grade E in 2 subjects; or
- have gained in the HKDSE Examination Level 1 in 2 subjects; 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$13,000 per programme
Application Fee: HK$150
2 months

The programme aims to equip executives of pharmaceutical industry and medical device to capture the growing business 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.

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.

HK$4,150 per module
Application Fee: HK$150
2 months

Marketing & Hospitality 市場營銷及款客
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. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

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 practical public relations techniques and tools to achieve the corporates branding goals and objectives.

To qualify for admission to the programme, applicants shall:
- have gained in the HKDSE examination Level 2 or above in 5 subjects including English Language; or
- have gained in the HKCEE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 2 subjects; or
- be aged at least 21 with 3 years of relevant work experience

HK$13,000 per programme
Application Fee: HK$150
1 year to 2 years

Marketing Communications and Branding
營銷傳播及品牌
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To qualify for admission to the programme, applicants shall:
- have gained in the HKDSE examination Level 2 or above in 5 subjects including English Language; or
- have gained in the HKCEE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 2 subjects; or
- be aged at least 21 with 3 years of relevant work experience

HK$13,000 per programme
Application Fee: HK$150
2 months

Marketing Communications and Branding
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To qualify for admission to the programme, applicants shall:
- have gained in the HKDSE examination Level 2 or above in 5 subjects including English Language; or
- have gained in the HKCEE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 2 subjects; or
- be aged at least 21 with 3 years of relevant work experience

HK$13,000 per programme
Application Fee: HK$150
2 months

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To qualify for admission to the programme, applicants shall:
- have gained in the HKDSE examination Level 2 or above in 5 subjects including English Language; or
- have gained in the HKCEE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 2 subjects; or
- be aged at least 21 with 3 years of relevant work experience

HK$13,000 per programme
Application Fee: HK$150
2 months

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To qualify for admission to the programme, applicants shall:
- have gained in the HKDSE examination Level 2 or above in 5 subjects including English Language; or
- have gained in the HKCEE Grade E in 2 subjects; or
- have gained in the HKALE Grade E in 2 subjects; or
- be aged at least 21 with 3 years of relevant work experience

HK$13,000 per programme
Application Fee: HK$150
2 months

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Marketing Communications and Branding
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Marketing Communications and Branding
營銷傳播及品牌

Certificate for Module (Public Relations Planning)
Certificate for Module (公共關係計劃)

Programme Code: MK074A

Application Code: 1955-MK074A

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.

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

4 months

English

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