Postgraduate Diploma in Fashion Marketing and Management
Programme Code: MK071A
Application Code: 1935-MK071A
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.
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$3,200 per module
Application Fee: HK$150
12 months to 24 months
Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 - on-going

Advanced Diploma in Marketing and Retail Management
Programme Code: MK030A
Application Code: 1935-MK030A
pgdip.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.
Applicants should have:
1. i. hold a bachelor’s degree awarded by a recognized university; 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
 Application Fee: HK$150
 20 months to max. 40 months
 English
 Level 4 (Reg. No.: 09/001367/L4) Validity Period: 01 Feb 2009 - on-going

Executive Certificate in Fashion Buying and Merchandising
Programme Code: EP111A
Application Code: 1865-EP111A
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.
Applicants should:
- be aged at least 21 with 3 years of relevant work experience
- hold a certificate in the marketing, business or related discipline; or
- have gained Level 2 in 5 subjects including English Language in the HKDSE Examination; or
- have gained in the HKALE Grade E in 1 subject, and have 2 years of relevant work experience; or
- have gained in the HKALE Grade E in 2 subjects; or
- have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; or
- hold a certificate in the buying, business or related discipline; or
- be aged at least 21 with 3 years of relevant work experience

HK$6,800
Application Fee: HK$150
1 month
English supplemented with Cantonese
Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 - on-going

Marketing & Hospitality

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》，本課程屬於豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 僱用單位可酌情決定是否承認本課程可導致獲取的任何資格。
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》，這課程屬於豁免課程。
Retail, Fashion and Luxury Brand Management
零售、時裝及奢侈品品牌管理

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

Application Code: 1975-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.

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 HKCSE 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.: 19/001094/L4) Validity Period: 01 Oct 2019 - on-going

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.

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 HKCSE 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
Application Fee: Free
4 months
English
Level 4 (Reg. No.: 19/001093/L4) Validity Period: 01 Oct 2019 - on-going

Certificate for Module (High Horology)
Programme Code: MK076A

Application Code: 1935-MK073A
2867 8313  ws.chiu@hkuspace.hku.hk

The programme is designed for enthusiastic beginners who are interested to discover and learn about the fine watchmaking industry. It requires no specific background knowledge of the industry. Students will be introduced to the fine watchmaking industry, the stories behind fine watches along with the technical particularities and craftsmanship skills surrounding their creation.

HK$9,800
30 hours
English
Level 3 (Reg. No.: 21/000308/L3) Validity Period: 01 Feb 2021 - on-going

Certificate for Module (Fashion Retail Buying)
Programme Code: MK077A

Application Code: 1935-MK073A
2867 8313  ws.chiu@hkuspace.hku.hk

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

HK$6,000
30 hours
Level 5 (Reg. No.: 21/000398/L5) Validity Period: 01 Feb 2021 - on-going

Diamond Grading Certification Programme
Programme Code: MKTG9203

Application Code: 1935-MK073A
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.

HK$25,000
5 weeks

For more and latest programme information, please visit our website hkuspace.hku.hk
Retail, Fashion and Luxury Brand Management
零售、時裝及奢侈品品牌管理

High Horology Specialist Certification Programme
 Programme Code: MKTG9202

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<td><a href="mailto:ws.chiu@hkuspace.hku.hk">ws.chiu@hkuspace.hku.hk</a></td>
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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).

| $HK$7,900 | 1 month |

High Horology Certification Programme
 Programme Code: MKTG9179

Application Code: 1870-1665NW

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This programme aims to discover and deepen understanding 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.

| $HK$7,500 | 1 month |

Cantonese supplemented with materials in English

Accumulated Course Enrolments

Reached 3,000,000

Explore more on our website
立即瀏覽更多