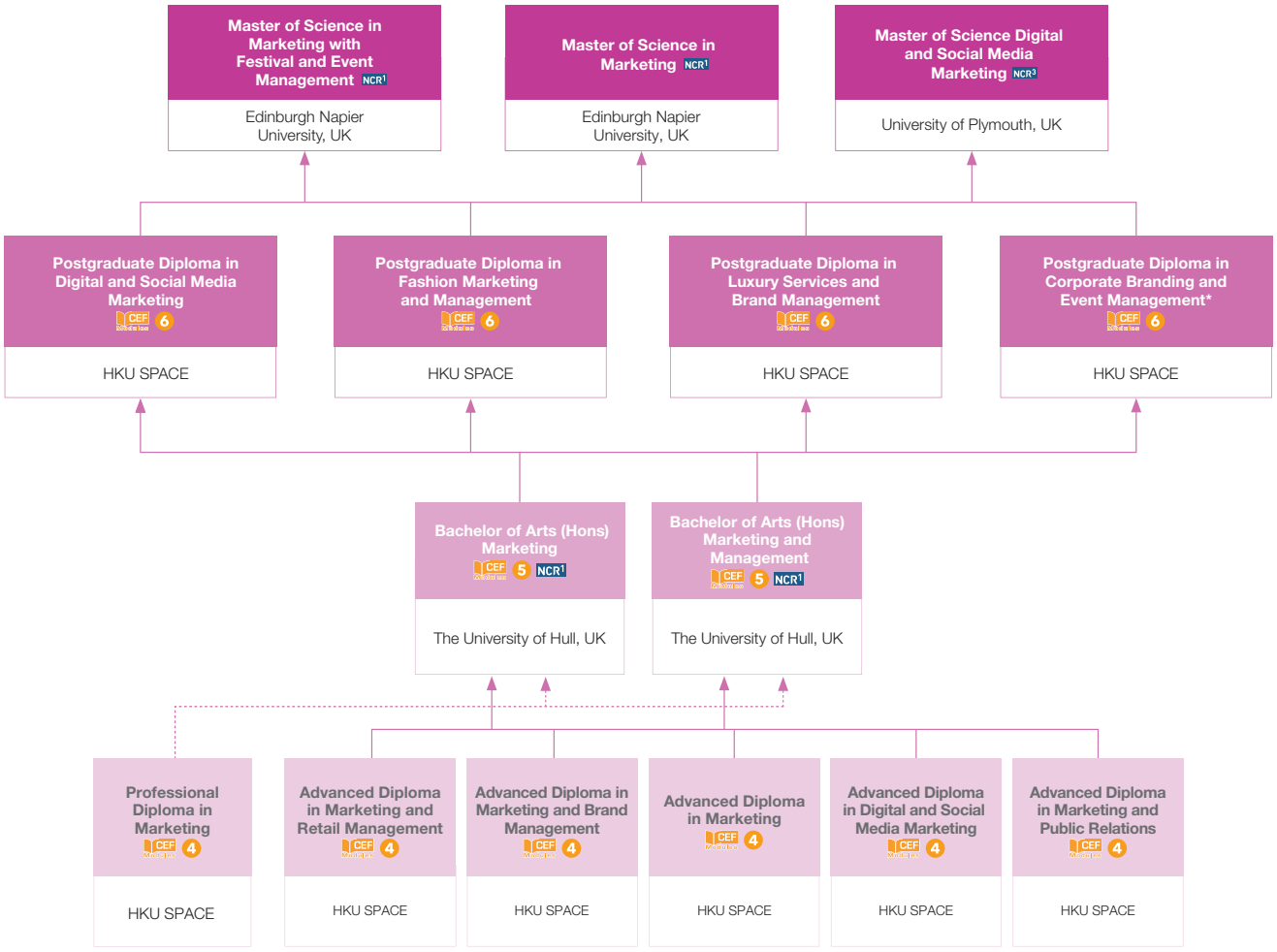
Marketing 市場學

Digital and Social Media Marketing 數碼及社交媒體推廣
Marketing Communications and Branding 營銷傳播及品牌
Retail, Fashion and Luxury Brand Management 零售、時裝及奢侈品品牌管理

Pathways in Marketing Studies



Direct articulation path ····· Eligible to apply (Bridging courses are required)

See legend on page 1 & 9 圖像說明於第1及9頁

R Minimum Entry Requirements 基本入學要求(P.300) $ Fee 學費 D Duration 修業期
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

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

MSc Digital and Social Media Marketing
Programme Code: MK078A

University of Plymouth, UK
Application Code: 1945-MK078A

NEW NCR4

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.

$ HK$118,000
(HK$14,480 to HK$31,120 per module)
Application Fee: HK$200

D 18 months to 24 months

English

Postgraduate Diploma in Digital and Social Media Marketing
Programme Code: MK004A

Application Code: 1935-MK004A

CEF Modules 6

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.

R 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.

$ HK$5,200 per module
Application Fee: HK$150

D 12 months to 24 months

English

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

More details

Advanced Diploma in Digital and Social Media Marketing
Programme Code: MK052A

Application Code: 1935-MK052A

CEF Modules 4

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.

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

D 20 months to max. 40 months

English

Q Level 4 (Reg. No.: 15/003663/L4)
Validity Period: 17 Dec 2015 - on-going

More details

Executive Certificate in Growth Hacking and Data-Informed Marketing
Programme Code: 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.

$ HK$7,000
HK$6,500 (Early Bird Rate / Alumni Rate)
Application Fee: HK$150

D 1 months

Executive Certificate in Big Data and Artificial Intelligence Marketing
Programme Code: 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.

$ HK$6,800
HK$6,300 (Early Bird Rate / Alumni Rate)
Application Fee: HK$150

D 1 month

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。
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。
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NCR3 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。
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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.

More details

行政人員證書《創意品牌及品牌管理》
課程編號：EP114A

2910 7616 / 2867 8499

ec.marketing@hkuspace.hku.hk

For course details, please refer to P.237.

行政人員證書《數碼品牌傳播》
課程編號：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務人員的需要。

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務人或者品牌管理人的必要技巧，在事業上更得心應手。

$ HK$6,000
報名費用：HK$150

D 2個月

Executive Certificate in Digital and Social Media Marketing
Programme Code: 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.

$ HK$6,000
Applicatoin Fee : HK$150

D 3 months

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

$ HK$6,000
Applicatoin Fee : HK$150

行政人員證書《數碼及內容營銷》
課程編號：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。

$ HK$6,750
報名費用：HK$200

D 3個月

行政人員證書《社交媒體及數碼營銷分析》
課程編號：EP096A

2910 7616 / 2867 8499

ec.marketing@hkuspace.hku.hk

本課程旨在讓學員了解社交媒體和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。

$ HK$6,750
報名費用：HK$200

D 1個月

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

See legend on page 1 & 9 圖像說明於第1及9頁

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For more and latest programme information, please visit our website
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$ HK$7,500
- Early Bird Rate: HK$6,750 (For non-IAB members, applicants who apply one month before the start date will enjoy10% 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

Executive Certificate in Professional Digital Media Selling
Programme Code: 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.

$ HK$7,500
- Early Bird Rate: HK$6,750 (For non-IAB members, applicants who apply one month before the start date will enjoy10% 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)
(IAB Hong Kong members please apply the programme at enrollment centre for waiving the application fee).

D 2 months

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

For course details, please refer to P.233.

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。

課程資訊

數碼營銷通路
課程編號：MKTG9188

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。

$ HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

D 1日

內容營銷
課程編號：MKTG9212

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
HK$1,600 (校友優惠/早鳥優惠)

D 1日

大數據營銷策略
課程編號：MKTG9194

2867 8313

ws.chiu@hkuspace.hku.hk

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)

D 1日

搜索引擎優化
課程編號：MKTG9168

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。

$ HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

D 1日

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。
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NCR3 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。
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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。

$ HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

D 1日

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。

$ HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

D 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銷策略及。

$ HK$1,800
HK$1,600 (校友優惠/早鳥優惠)

D 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)

D 1 day

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)

D 1 day

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)

D 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.

R Age 18 or above

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

D 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)

D 1日

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