Master of Science in Marketing
Programme Code: MK008A

Edinburgh Napier University, UK
Application Code: 1950-MK008A

NCR1

2867 8315 msc.marketing@hkuspace.hku.hk

The MSc in Marketing is 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.

R 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 three years general working experience; 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$93,500 (paid by two instalments)
Application Fee: HK$200

More details

D 24 months to 28 months

English

Master of Science in Marketing with Festival and Event Management
Programme Code: MK026A

Edinburgh Napier University, UK
Application Code: 1950-MK026A

NCR1

2867 8315 msc.marketing@hkuspace.hku.hk

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

R 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 three years general working experience; 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$93,500 (paid by two instalments)
Application Fee: HK$200

D 24 months to 28 months English

Postgraduate Diploma in Corporate Branding and Event Management
Programme Code: MK066A

Application Code: 1935-MK066A

CEF Modules 6

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.

R Applicants should have:
a) i. a bachelor's degree awarded by a recognized institution; OR
ii. a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.
AND
b) 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$4,700 - HK$5,200 per module
Application Fee: HK$150

D 1 year to 2 years English

Q Level 6 (Reg. No.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

Bachelor of Arts (Hons) Marketing and Management
Programme Code: MK025A

The University of Hull, UK
Application Code: 1945-MK025A

NCR1 CEF Modules 5

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' competiveness 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.

R 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 of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE* with a GPA of 2.0 or above;
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:
i) a Grade E in the Use of English in HKALE; or
ii) 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
iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

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。
NCR2 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》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
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。
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。

Marketing Communications and Branding
營銷傳播及品牌

*Applicants holding the above qualifications mentioned in 1) awarded within the HKU system through HKUSPACE recognised by The University of Hull are considered as having met its English proficiency requirement and are therefore not required to provide additional proof of English language proficiency.

$ HK$12,500 per module
Application Fee: HK$200

D 18 months

English

Q Level 5 (Reg. No.: 15/002105/L5)
Validity Period: 01 Sep 2015 - 31 Aug 2024

More details

Bachelor of Arts (Hons) Marketing
Programme Code: MK023A

NCR1 CEF Modules 5

The University of Hull, UK
Application Code: 1945-MK023A

2867 8493 / 2867 8325 hull.mmg@hkuspace.hku.hk

This programmes provides you with practical knowledge and vocational skills in marketing. You will be able to apply effective marketing strategies, digital and social media marketing techniques and persuasive communication tactics in different market environment and equipped with analytical skills and critical thinking ability. This programme will also help you to develop your critical thinking and analytical skills.

R 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 of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE* with a GPA of 2.0 or above;

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:
i) a Grade E in the Use of English in HKALE; or
ii) 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
iii) IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
iv) Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
v) recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

*Applicants holding the above qualifications mentioned in 1) awarded within the HKU system through HKUSPACE recognised by The University of Hull are considered as having met its English proficiency requirement and are therefore not required to provide additional proof of English language proficiency.

$ HK$12,500 per module
Application Fee: HK$200

D 18 months

English

Q Level 5 (Reg. No.: 15/002103/L5) Validity Period: 01 Sep 2015 - 31 Aug 2024

Advanced Diploma and Professional Diploma in Marketing series

HKU SPACE offers The Diploma in Marketing Series developed to provide a solid foundation of core marketing knowledge and strategic understanding of their applications in selected realms of digital / social media marketing, brand management, retailing and pharmaceutical industries that will prepare you for career advancement and higher education.

You may scan the QR code for more programme details such as commencement date and modules content.

More details

Advanced Diploma in Marketing
Programme Code: MK003A

Application Code: 1935-MK003A

CEF Modules 4

2867 8316 / 2867 8324 ADip.marketing@hkuspace.hku.hk

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.

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.: 09/001365/4) Validity Period: 01 Feb 2009 - on-going

Advanced Diploma in Marketing and Brand Management
Programme Code: MK002A

Application Code: 1935-MK002A

CEF Modules 4

2867 8316 / 2867 8324 ADip.marketing@hkuspace.hku.hk

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.

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.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going

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

Advanced Diploma in Marketing and Public Relations
Programme Code: MK067A

Application Code: 1935-MK067A

CEF 4 Modules

2867 8316 / 2867 8324 ADip.marketing@hkuspace.hku.hk

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.

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.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going

Professional Diploma in Marketing
Programme Code: MK037A

Hong Kong Institute of Marketing
Application Code: 1935-MK037A

CEF 4 Modules

2867 8499 / 2910 7616 prof.mkt@hkuspace.hku.hk

The Professional Diploma in Marketing Programme is developed for individuals who want to equip with strategic understanding of core marketing knowledge and their applications. You will learn how to enhance brand experience and customer engagement through the analysis of market trend and customer journey, effective planning in multichannel marketing communications via integration of digital marketing, social media, conventional marketing promotion tools, and social selling techniques, etc. to uplift the effectiveness in marketing and selling effort in the highly competitive business environment.

R 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, 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 HKCEE Grade E in 4 subjects, and Level 2 in English language, and have 2 years of relevant work experience; or
- hold the Professional Certificate in Marketing awarded within the HKU system through HKU SPACE; or
- hold a Diploma/Advanced Diploma awarded by a recognised institution.

Applicants are required to provide the below documents while applying the programme.
- Certified copies or your academic qualifications;
- A copy of your Hong Kong Identity Card

$ HK$3,950 per module
Application Fee: HK$150

D 1 year to 2 years

English

Q Level 4 (Reg. No.: 07/001830/4) Validity Period: 05 May 2008 - on-going

Professional Diploma in Marketing for Pharmaceutical Industries
Programme Code: MK075A

Application Code: 1940-MK075A

CEF 4 Modules

2867 8499 / 3762 0081 prof.mkt@hkuspace.hku.hk

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.

R 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.

Applicants with a science background are preferred.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

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

D 1 year to 2 years

English

Q Level 4 (Reg. No.: 19/001296/L4) Validity Period: 01 Feb 2020 - on-going

Executive Diploma in Public Relations and Event Management
Programme Code: EP088A

2867 8313 ws.chiu@hkuspace.hku.hk

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

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

D 2 months

Executive Certificate in Public Relations and Corporate Branding
Programme Code: EP089A

Application Code: 1870-EP089A

2867 8313 ws.chiu@hkuspace.hku.hk

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

$ HK$7,000 per programme
Applicatoin Fee : HK$150

D 1 months

Cantonese supplemented with materials in English

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。

NCR2 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》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

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。
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。

Marketing Communications and Branding
營銷傳播及品牌

行政人員證書《創意品牌及品牌管理》
課程編號：EP114A

香港品牌發展局

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《品牌管理》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它更切合市務人員的需要。

課程旨在為學員提供實用的策略和工具以建構、發展、及管理品牌，讓他們掌握在數碼時代建立及管理成功品牌的要素和技巧。

此全新課程包含了設計思維(design thinking)的元素，務求激發學員的創意，應用到品牌管理的工作上。

$ HK$6,000
報名費用：HK$150

D 2個月　　粵語，輔以英文教材

Certificate for Module (Public Relations Planning)
Programme Code: MK074A

Application Code: 1955-MK074A

2867 8316　　ADip.marketing@hkuspace.hku.hk

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.

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.: 19/001092/L4) Validity Period: 01 Oct 2019 - on-going

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