## Postgraduate Diploma in Fashion Marketing and Management
Programme Code: MK071A

Application Code: 1935-MK071A

CEF Modules 6

2867 8315 | 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.

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

D 12 months to 24 months

English

Q Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 - on-going

## Postgraduate Diploma in Luxury Services and Brand Management
Programme Code: MK070A

Application Code: 1935-MK070A

CEF Modules 6

2867 8315 | pgdip.marketing@hkuspace.hku.hk

This Postgraduate Diploma is designed to provide opportunities for practitioners in the luxury goods and services 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 luxury business sector.

R 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$4,900 per module
Application Fee: HK$150

D 12 months to 24 months

English

Q 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

CEF Modules 4

2867 8316 / 2867 8324 | ADip.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.

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.: 09/001367/4)
Validity Period: 01 Feb 2009 - on-going

More details

## Executive Certificate in Fashion Buying and Merchandising
Programme Code: EP111A

Application Code: 1865-EP111A

28678313 | 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.

$ HK$6,800
- Alumni Rate: HK$6,300
Application Fee: HK$150

D 1 month

English supplemented with Cantonese

## 行政人員證書《珠寶營銷》
課程編號：EP127A

2867 8313

ws.chiu@hkuspace.hku.hk

本課程旨在教授學員珠寶行業的專業營銷理論及實踐知識。課程內容包括寶石學，行業宏觀營商環境，奢侈品消費者行為學，客戶關係管理，品牌策略，及商業運營分析。

$ HK$7,300
HK$7,000 (早鳥優惠/二人同行優惠)
報名費用：HK$150

D 2個月

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。

# 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.

**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.: 19/001094/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.

**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
Application Fee: Free

**D** 4 months

English

**Q** 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

**D** 30 hours

English

**Q** Level 3 (Reg. No.: 21/000097/L3)
Validity Period: 01 Feb 2021 - on-going

More details

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

NEW

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

**D** 30 hours

**Q** Level 5 (Reg. No.: 21/000098/L5) Validity Period: 01 Feb 2021 - on-going

## Diamond Grading Certification Programme
Programme Code: MKTG9203

S

60+

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 **D** 5 weeks





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

## High Horology Specialist Certification Programme

Programme Code: MKTG9202

2867 8313 ws.chiu@hkuspace.hku.hk

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 D 1 month

## High Horology Certification Programme

Programme Code: MKTG9179

Application Code: 1870-1665NW

2867 8313 ws.chiu@hkuspace.hku.hk

This programme aims to discover and deepen understand 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 D 1 month

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。