

Retail, Fashion and Luxury Brand Management

零售、時裝及奢侈品品牌管理

Postgraduate Diploma in Fashion Marketing and Management

Programme Code: MK071A

Application Code: 1975-MK071A



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.

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

12 months to 24 months

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: 1975-MK070A



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.

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

12 months to 24 months

English

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: 1975-MK030A



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\$4,000 per module
Application Fee: HK\$150

20 months to max. 40 months

English

Level 4 (Reg. No.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

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。

NCR2

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。

NCR3

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。

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。

Certificate for Module (Retail Management and Operations)

Programme Code: 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\$4,350

4 months

Level 4 (Reg. No.: 19/001093/L4) Validity Period: 01 Oct 2019 - on-going

Certificate for Module (Fashion Retail Buying)

Programme Code: MK077A

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
Application Fee: HK\$150

30 hours

English

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

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 (預早報名優惠/二人同行優惠)
報名費用：HK\$150

2個月

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\$4,350

D 4 months



Q Level 4 (Reg. No.: 19/001094/L4) Validity Period: 01 Oct 2019 - on-going

Certificate for Module (Diamond Grading)

Programme Code: MK081A

Application Code: 1970-MK081A

2867 8313

ws.chiu@hkuspace.hku.hk



The programme is designed for diamond traders, diamond experts, appraisers and graders, jewellers and designers, diamond and jewellery lovers, sales managers, and buyers. Students will study the 4C's: Carat, Colour, Clarity and Cut, and determine the quality and value of a stone. Students will also learn identification methods to detect the most common stimulants, and be able to operate the professional microscope and other gemological equipment appropriately.

R Applicants shall be at least 18 years of age.

\$ HK\$28,000

D 58 hours



Q Level 3 (Reg. No.: 21/001152/L3) Validity Period: 01 Oct 2021 - on-going

Certificate for Module (High Horology)

Programme Code: MK076A

Application Code: 1970-MK076A

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

Q Level 3 (Reg. No.: 21/000097/L3)

Validity Period: 01 Feb 2021 - on-going

More details



Executive Workshop "Rise and Fall of Gemstones"

Programme Code: MKTG9215

Application Code: 1955-2784NW

2867 8313

ws.chiu@hkuspace.hku.hk



This course is an overview of the commercial environment of the jewellery industry through the historical stories of gemstones. Participants will learn the historical factors that cause the rise and fall of gemstones like diamond, ruby, sapphire, emeralds, and more. Knowing these history and stories would help participants understand why some origins and/or trade names cost more than the others. In a broad level, participants would appreciate the dig-to-wear cycle of major gemstones.

\$ Course Fee : HK\$4,200

Group Rate : HK\$3,600 (Group of 2 or above, applications must be submitted to enrollment centres)

D 9 hours

Executive Workshop "Art Market, Trading, and Collectibles"

Programme Code: MKTG9213

Application Code: 1955-2671NW

2867 8313

ws.chiu@hkuspace.hku.hk



EXECUTIVE WORKSHOP "ART MARKET, TRADING, AND COLLECTIBLES"
Technology not only creates more possibilities for artists, but it also brings tremendous opportunities for the art industry including the art market. For Hong Kong, despite the challenges faced by the territory in the past two years, Hong Kong has now overtaken London as the second-biggest contemporary art auction market in the world after New York. ArtTech is therefore a blue ocean that poses great potential for Hong Kong to flourish and thrive in the global art scene.

\$ Course Fee : HK\$4,200

Group Rate : HK\$3,600 (Group of 2 or above, applications must be submitted to enrollment centres)

D 9 hours

See legend on page 1 & 9 圖說說明於第1及9頁

R Minimum Entry Requirements 基本入學要求 (P.288)

\$ Fee 學費

D Duration 修業期

E 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