

Marketing Communications and Branding

營銷傳播及品牌

Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK



Application Code: 1970-MK008A

2867 8315

msc.marketing@hkuspace.hku.hk

The MSc in Marketing is a 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

24 months to 28 months

English

More details



Master of Science in Marketing with Festival and Event Management

Programme Code: MK026A

Edinburgh Napier University, UK



Application Code: 1970-MK026A

2867 8315

msc.marketing@hkuspace.hku.hk

The MSc in Marketing with Festival and Event Management is a 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 Universities 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 (payable in two instalments)
Application Fee: HK\$200

24 months to 28 months

English

Postgraduate Diploma in Corporate Branding and Event Management

Programme Code: MK066A

Application Code: 1975-MK066A



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.

HK\$4,700 - HK\$5,200 per module
Application Fee: HK\$150

1 year to 2 years

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: 1965-MK025A

2867 8493 / 2867 8325

hull.mmg@hkuspace.hku.hk

The BA (Hons) Marketing and Management 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' competitiveness 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.

* 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

18 months

English

More details



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.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

Marketing Communications and Branding

營銷傳播及品牌

Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK

Application Code: 1965-MK023A



2867 8493 / 2867 8325

hull.mmg@hkuspace.hku.hk

This programme 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



Advanced Diploma in Marketing and Brand Management

Programme Code: MK002A

Application Code: 1975-MK002A



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\$4000 per module
Application Fee: HK\$150

D 20 months to max. 40 months



Q Level 4 (Reg. No.: 09/001369/4) Validity Period: 01 Feb 2009 - on-going

More details



Advanced Diploma in Marketing, Advertising and Public Relations

Programme Code: MK067C

2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The rapid development in digital technology and social media reshaped the advertising and public relations industries. This programme will equip students with latest knowledge and practical skills in advertising and public relations on the solid foundation of digital marketing concepts. It will enable our students to handle any jobs in marketing departments, advertising agents or PR firms.

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

D 20 months to max. 40 months



Certificate for Module (Public Relations Planning)

Programme Code: 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\$4,350
Application Fee: Free

D 4 months



Q Level 4 (Reg. No.: 19/001092/L4) Validity Period: 01 Oct 2019 - 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。 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

Professional Diploma in Marketing

Programme Code: MK037A

Hong Kong Institute of Marketing

Application Code: 1975-MK037A



2867 8499 / 2867 8471

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** Applicants should:
- 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 of your academic qualifications;
- A copy of your Hong Kong Identity Card

\$ HK\$4,000 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

More details



Professional Diploma in Marketing for Pharmaceutical Industries

Programme Code: MK075A

Application Code: 1975-MK075A



2867 8499 / 3762 0081

prof.mkt@hkuspace.hku.hk

The rapidly aging society in Hong Kong and the pharma landscape connectivity among Hong Kong, Taiwan and China have created significant business opportunities for pharmaceutical products and medical devices. To help marketing and sales executives of the pharmaceutical and medical device industries capture the growing business and face the fierce competition in the market, HKU SPACE has introduced the Professional Diploma in Marketing for Pharmaceutical Industries to equip them with a solid foundation of knowledge and skills for success in the field.

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

D 1 year

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

Executive Certificate in Public Relations and Corporate Branding

Programme Code: 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 corporate branding goals and objectives.

\$ HK\$7,000 per programme
Application Fee: HK\$150

D 1 months

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

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。

- R** (甲) 認可大學頒授的學士學位或其他同等學歷；或
(乙) 副學士學位/高級文憑，至少同等學歷及最少2年工作經驗；或
(丙) 相關認可專業資格。
申請人若持有其他資格及豐富工作經驗，學院將按個別情況考慮。
申請人在報名時請帶齊香港永久性居民身份證、學歷及工作證明正副本。

\$ HK\$6,000
報名費用: HK\$150

D 2個月

粵語，輔以英文教材

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.288) **\$** Fee 學費 **D** Duration 修業期
M 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