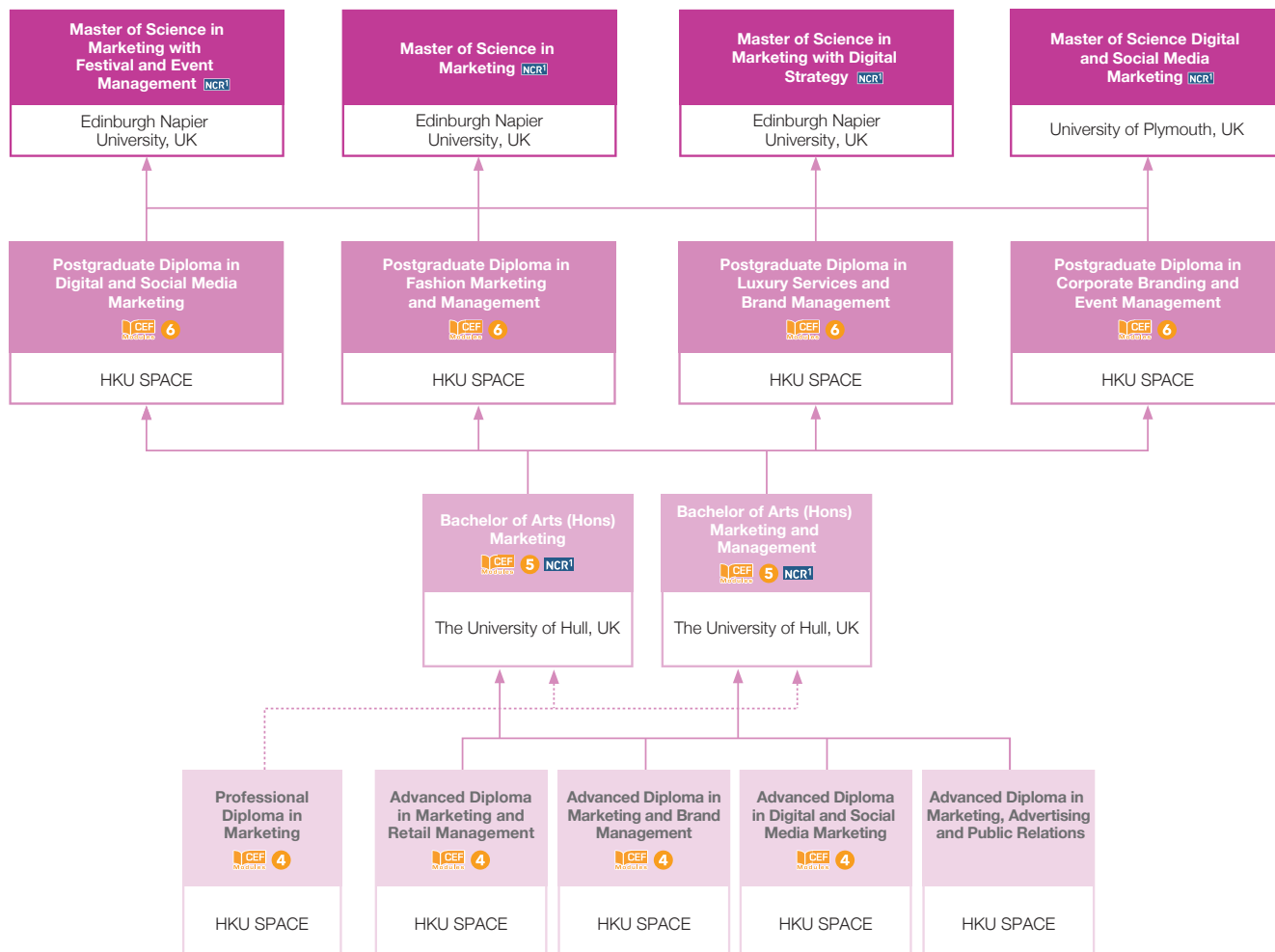


### Pathways in Marketing Studies



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

### Master of Science in Marketing with Digital Strategy

Programme Code: MK079A

Edinburgh Napier University, UK  
Application Code: 2050-MK079A



☎ 2867 8315

✉ msc.marketing@hkuspace.hku.hk

The MSc in Marketing with Digital Strategy is a two-year part-time programme jointly offered by Edinburgh Napier University and HKU SPACE. The programme equips students with the digital skills and strategic marketing knowledge to meet current demand for people who can thrive in the digital business environment. Suitable for those with no previous marketing knowledge, this higher degree will increase students' employability, empowering students to have the confidence and knowledge to meet employers' present and future digital and marketing needs, and give students the advanced digital skills necessary to develop new business and marketing opportunities.

#### 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

D 24 months to 28 months

🇬🇧 English

See legend on page 026 圖像說明於第 026 頁

R Minimum Entry Requirements 基本入學要求 (P.015)

S 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](http://hkuspace.hku.hk)

# Digital and Social Media Marketing

## 數碼及社交媒體推廣

### MSc Digital and Social Media Marketing

Programme Code: MK078A

University of Plymouth, UK  
Application Code: 2045-MK078A

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.

Total course fee: HK\$118,000  
(HK\$21,720 to HK\$31,120 per module)  
Application Fee: HK\$200

18 months



More details



### Postgraduate Diploma in Digital and Social Media Marketing

Programme Code: MK004A

Application Code: 2035-MK004A

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 Masters degree programmes with credit exemption.

- R** Applicants should have:
- 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\$5,400 per module  
Application Fee: HK\$150

12 months to 24 months

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

English

More details



### Advanced Diploma in Digital and Social Media Marketing

Programme Code: MK052A

Application Code: 2035-MK052A

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.

More details



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

20 months to max. 40 months

English

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

### 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.

Standard Course Fee : HK\$7,000  
Early Bird Rate/Alumni Rate: HK\$6,500  
Application Fee: HK\$150

1 month

### 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  
Early Bird Rate/Alumni Rate: HK\$6,300  
Application Fee: HK\$150

1 month

### 行政人員證書《數碼品牌傳播》

課程編號：EP115A

Hong Kong Brand Development Council  
報名代碼：2035-EP115A

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場人員的需要。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場人員或者品牌管理人的必要技巧，在事業上更得心應手。

- 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

2個月

粵語，輔以英文教材

**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。

# Digital and Social Media Marketing

## 數碼及社交媒體推廣

### Executive Certificate in Digital and Social Media Marketing

Programme Code: EP120A

Application Code: 2035-EP120A

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.

**R** Applicants shall hold:

- (a) a bachelors degree awarded by a recognized university or equivalent, or
- (b) an associate degree/ a higher diploma or equivalent, and have at least 2 years of work experience, or
- (c) possess relevant professional qualifications.

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

**\$** HK\$6,000

Application Fee: HK\$150

**D** 3 months

**E** Cantonese, supplemented with English materials

More details



### Executive Certificate in Data-driven Creative Thinking for Marketers

Programme Code: EP134A

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

Application Fee: HK\$150

**D** 5 weeks

### 行政人員證書《數碼及內容營銷》

課程編號：EP069A

報名代碼：1990-EP069A

2867 8499

ec.marketing@hkuspace.hku.hk

This programme aims to provide students with knowledge on up-to-date digital, social media and content marketing strategies and tactics. It also provides hands-on and practical techniques and tools for students to build the essential skills and strategic mindset to bolster their brand in the digital age.

- 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。

**\$** HK\$6,750

報名費用：HK\$200

**D** 3個月

**E** 粵語，輔以英文教材

### 行政人員證書《社交媒體及數碼營銷分析》

課程編號：EP096A

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

### Certificate for Module (Effective Digital Media Planning and Programmatic Advertising)

Programme Code: MK082A

Application Code: 2035-MK082A

2867 8499 / 2867 8493

ec.marketing@hkuspace.hku.hk

The programme is developed to equip marketing executives and advertising industry practitioners especially digital media buyers and planners with professional credentials in digital media planning and programmatic advertising. It provides students with a solid foundation of knowledge in digital marketing ecosystem and digital media planning, buying and selling. The programme also prepares students for the examinations of the Interactive Advertising Bureau Digital Media Buying and Planning Certification and Digital Media Sales Certification.

**\$** HK\$8,950

Application Fee: HK\$150 (IAB members may enjoy application fee waiver. You may complete the application form and email it with copy of your academic qualifications to ec.marketing@hkuspace.hku.hk)

**D** 40 hours

**Q** Level 4 (Reg. No.: 21/001316/L4) Validity Period: 01 Dec 2021 - on-going

### Power Up 營銷工作坊： 網紅及直播營銷致勝攻略

課程編號：MKTG9211

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

Early Bird Rate/Alumni Rate: HK\$1,600

**D** 1日

### 數碼營銷通路

課程編號：MKTG9188

2867 8313

ws.chiu@hkuspace.hku.hk

"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊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

預早報名優惠 / 校友優惠：HK\$1600

**D** 1日

### 內容營銷

課程編號：MKTG9212

2867 8313

ws.chiu@hkuspace.hku.hk

"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊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

校友優惠 / 預早報名優惠：HK\$1,600

**D** 1日

See legend on page 026 圖說說明於第026頁

**R** Minimum Entry Requirements 基本入學要求 (P.015)

**\$** 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](http://hkuspace.hku.hk)

# Digital and Social Media Marketing

## 數碼及社交媒體推廣

### Big Data for Marketing Decisions

Programme Code: MKTG9194



☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊  
Leveraging on the massive amounts of data that businesses collect, marketers can make data-centric decisions to gain significant competitive advantage over their less agile competitors.

💰 HK\$1,800  
Early Bird/Alumni Rate: HK\$1,600

**D** 1 day

### 搜索引擎優化

課程編號: MKTG9168



☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊  
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。

**R** 年滿十八歲或以上人士  
💰 HK\$1,800  
預早報名優惠/校友優惠: HK\$1,600

**D** 1 日  
**E** 廣東話

### Facebook 營銷實戰

課程編號: MKTG9169



☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊  
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  
預早報名優惠/校友優惠: HK\$1,600

**D** 1 日

### 移動營銷新面貌

課程編號: MKTG9170



☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊  
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  
預早報名優惠/校友優惠: HK\$1,600

**D** 1 日

### 微信營銷實戰

課程編號: MKTG9189



☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



"THE POWER OF DIGITAL MARKETING" WORKSHOP SERIES 數碼營銷威力工作坊  
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營銷策略。

💰 HK\$1,800  
預早報名優惠/校友優惠: HK\$1,600

**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.

**R** Age 18 or above  
💰 HK\$1,800  
Early Bird/Alumni Rate: HK\$1,600

**D** 1 day  
**E** English

### 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.

**R** Age 18 or above  
💰 HK\$1,800  
Early Bird/Alumni Rate: HK\$1,600

**D** 1 day  
**E** English

### 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  
Early Bird/Alumni Rate: HK\$1,600

**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  
Early Bird/Alumni Rate: HK\$1,600

**D** 1 day  
**E** English

### LinkedIn Marketing

Programme Code: MKTG9216



☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



This workshop covers the fundamentals to build a company's brand in the number one social media platform for professionals - LinkedIn. The workshop is not focused on HR related matters but B2B marketing strategy, advertising, and thought leadership.

**R** Age 18 or above  
💰 HK\$1,800  
Early Bird/Alumni Rate: HK\$1,600

**D** 6 hours  
**E** 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。

**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。

**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。