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: 2035-MK037A







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 with other equivalent qualifications and relevant work experience will be considered

Applicants are required to provide the below doucments while appling the programme.

- Certified copies or your academic qualifications;
- A copy of your Hong Kong Identity Card

HK\$4.000 per module



Application Fee: HK\$150



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



Executive Certificate in Public Relations and Corporate Branding

Programme Code: EP089A

2867 8313





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 Application Fee: HK\$150



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: 2035-MK071A

















international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also

2867 8315

- 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

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: an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or

This postgraduate Diploma is designed to provide opportunities for marketing

or retailing practitioners in the fashion business to develop the knowledge,

helps students acquire analytical skills to pursue a career in the fashion business.

- 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
- 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

HK\$5,400 per module Application Fee: HK\$150

12 months to 24 months



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

Postgraduate Diploma in Luxury Services and Brand Management

Application Code: 2035-MK070A

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.

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;

(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

\$ HK\$5,400 per module Application Fee: HK\$150

12 months to 24 months



Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 - on-going

See legend on page 026 圖像説明於第026頁

- R Minimum Entry Requirements 基本入學要求(P.015)
- \$ Fee 學費
- D Duration 修業期

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

Redium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程





Certificate for Module (High Horology)

Advanced Diploma in Marketing and **Retail Management** Programme Code: MK030A







Application Code: 2035-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
 - 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;
 - 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

Certificate for Module (Retail Management and Operations) Programme Code: MK073A

Application Code: 2035-MK073A



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.

Applicants shall:

2867 8316

- 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
- 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;
- 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 per module



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

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

Application Code: 2040-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. More details

- HK\$6,000 Application Fee: HK\$150
- Level 5 (Reg. No.: 21/000098/L5) Validity Period: 01 Feb 2021 on-going



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



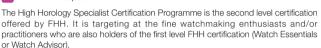
High Horology Specialist Certification **Programme**



Programme Code: MK076A

2867 8313

ws.chiu@hkuspace.hku.hk



- \$ HK\$7,900
- D 1 month

High Horology Certification Programme Programme Code: MKTG9179



2867 8313

ws.chiu@hkuspace.hku.hk

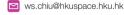
This programme aims to discover and deepen understand of the fine watchmaking industry, prepare to enter the watch and jewellery industry and get the FHH Watch Advisor Certification recognition and become a true watch connoisseur.

- \$ HK\$7,500

Certificate for Module (Diamond Grading) Programme Code: MK081A

Application Code: 2050-MK081A





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.

\$ HK\$28,000

2867 8313

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

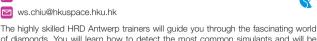
Retail, Fashion and Luxury Brand Management

零售、時裝及奢侈品品牌管理

Diamond Grading Certification Programme Programme Code: MKTG9203



ws.chiu@hkuspace.hku.hk



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 Third Age Rate: HK\$20,000

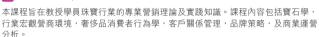
5 weeks

行政人員證書《珠寶營銷》

課程編號: EP127A

2867 8313

ws.chiu@hkuspace.hku.hk



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

2個月

career SPACE 啟發正面思考 激發推動力 職場難關迎刃而解

Executive Workshop "Rise and Fall of Gemstones"

Programme Code: MKTG9215

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.

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

2867 8313

ws.chiu@hkuspace.hku.hk

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. HK\$4 200 Group Rate: HK\$3,600 (Group of 2 or above, applications must be submitted to enrollment centres)

9 hours



See legend on page 026 圖像説明於第026頁

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

\$ Fee 學費

D Duration 修業期

