

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



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 with other equivalent qualifications and relevant work experience will be considered on individual merit.]

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

E English

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

More details



Executive Certificate in Public Relations and Corporate Branding

Programme Code: EP089A

2867 8315

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 month

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



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:
- (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

- 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
 - a score of 550 or above in the paper-based TOEFL or a score of 213 or above in the computer-based TOEFL; or
 - HKDSE Examination English Language at Level 3 or above;
 - or
 - HKALE Use of English at Grade E or above; or
 - 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

D 12 months to 24 months

E 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: 2035-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.

- R** Applicants should have:
- (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

- 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
 - a score of 550 or above in the paper-based TOEFL or a score of 213 or above in the computer-based TOEFL; or
 - HKDSE Examination English Language at Level 3 or above;
 - or
 - HKALE Use of English at Grade E or above; or
 - 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

D 12 months to 24 months

E English

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

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)

\$ 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

Retail, Fashion and Luxury Brand Management

零售、時裝及奢侈品品牌管理

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 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

🇬🇧 English

Q 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



☎ 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 per module

D 4 months

🇬🇧 English

Q 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

D 30 hours

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



Certificate for Module (High Horology)

Programme Code: MK076A

Application Code: 2040-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.

More details

\$ 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: 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

☎ 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

Certificate for Module (Diamond Grading)

Programme Code: MK081A

Application Code: 2050-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.

\$ HK\$28,000

D 58 hours

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

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。

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

S

☎ 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
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



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)
HK\$7,000 (二人同行優惠)
報名費用: HK\$150

⏱ 2個月

Executive Workshop

"Rise and Fall of Gemstones"

Programme Code: MKTG9215

S

☎ 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)

⏱ 9 hours

Executive Workshop

"Art Market, Trading, and Collectibles"

Programme Code: MKTG9213

S

☎ 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

career
SPACE

**啟發正面思考
激發推動力**

職場難關迎刃而解 ➤





See legend on page 026 圖像說明於第 026 頁

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