

Marketing Communications and Branding

營銷傳播及品牌

Certificate for Module (Integrated Marketing and Brand Communications)

Programme Code: MK096A

2867 8315

pgdip.marketing@hkuspace.hku.hk



This programme focuses on the use of effective marketing communication tools to build a brand. It aims to design the brand elements and plan strategically its architecture, use marketing mix strategies appropriately to develop a brand or revitalise a brand for success.

R Applicants should have:

- (i) a bachelor's degree awarded by a recognised institution; OR
- (ii) a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

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.

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

D 30 hours

English

Q Level 6 (Reg. No.: 23/000838/L6) Validity Period: 01 Oct 2023 - 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 corporates branding goals and objectives.

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

D 1 month

Postgraduate Diploma in Corporate Branding and Event Management

Programme Code: MK066A

2867 8315

pgdip.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.

R Applicants should have:

- (i) a bachelor's degree awarded by a recognized institution; OR
- (ii) a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

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.

S HK\$5,200 - 5,700
Application Fee: HK\$150

D 1 year to 2 years

English

Q Level 6 (Reg. No.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

See legend on page 031 圖像說明於第031頁

R Minimum Entry Requirements 基本入學要求 (P.017)

S 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

Master of Science in Marketing with Festival and Event Management

Programme Code: MK026A

Edinburgh Napier University, UK



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 University's 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.

S HK\$99,000 (payable in two instalments)

Application Fee: HK\$200

D 24 months to 28 months

English

Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK



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.

S HK\$99,000 (payable in two instalments)

Application Fee: HK\$200

D 24 months to 28 months

English

Marketing Communications and Branding

營銷傳播及品牌

Bachelor of Arts (Hons) Marketing and Management

Programme Code: MK025A

The University of Hull, UK

2867 7619 / 2867 8493

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.

S HK\$13,250 per module
Application Fee: HK\$200

D 18 months

English

Q Level 5 (Reg. No.: 15/002105/L5) Validity Period: 01 Sep 2015 - 31 Aug 2029

Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK

2867 8493 / 2910 7619

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 The 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.

S HK\$13,250 per module
Application Fee: HK\$200

D 18 months

English

Q Level 5 (Reg. No.: 15/002103/L5) Validity Period: 01 Sep 2015 - 31 Aug 2029

Advanced Diploma in Marketing and Brand Management

Programme Code: MK002A

2867 8316

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 HKCCE 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.

S HK\$4,250 per module
Application Fee: HK\$150

D 20 months to max. 40 months

English

Q Level 4 (Reg. No.: 09/001369/4) 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。 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。

NCR3

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。

Marketing Communications and Branding 營銷傳播及品牌

Certificate for Module (Management Skills for Effective Manager)

Programme Code: MK089A

📞 2867 8316



✉️ ADip.marketing@hkuspace.hku.hk

The programme is to develop students with self-management, interpersonal management and team management skills and prepare them to perform the role of a marketing manager.

Ⓐ Applicants shall:

- 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\$4,350

Application Fee: HK\$150

🕒 33 hours

🌐 English

📅 Level 4 (Reg. No.: 22/000707/L4) Validity Period: 01 Sep 2022 - on-going

Certificate for Module (Shopper Relations and Customer Services)

Programme Code: MK087A

📞 2867 8316



✉️ ADip.marketing@hkuspace.hku.hk

The programme aims to stress the importance of customer-centric service in retailing business and to develop students' knowledge and skills of customer services for retailers and shopping malls. They will also learn how to establish a long-term shopper relationship and enhance the shopping experience and satisfaction.

Ⓐ Applicants shall:

- 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\$4,350

Application Fee: HK\$150

🕒 42 hours

🌐 English

📅 Level 4 (Reg. No.: 22/000709/L4) Validity Period: 01 Sep 2022 - on-going

Certificate for Module (Digital Branding and Experiential Marketing)

Programme Code: MK093A

📞 2867 8499 / 2867 8493



✉️ ec.marketing@hkuspace.hku.hk



本課程旨在為學員講解中小企業如何使用新科技提升顧客的品牌體驗，了解在本地、中國內地及環球國際品牌的管理模式、評估及規劃品牌的市場定位，讓學員掌握在數碼時代塑造品牌和建立實用營銷及傳媒活動的策略。

💲 HK\$7,800 per programme
Application Fee: HK\$150

🕒 30 hours

📅 Level 3 (Reg. No.: 23/000505/L3) Validity Period: 01 Jun 2023 - on-going

證書 (單元：行銷及銷售管理工作坊一)

課程編號：MK056A

📞 2867 8499

✉️ ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在營銷談判和公司營銷的架構及控制的技巧及知識。

💲 HK\$2,100

🕒 4 個星期

⌚ 資歷架構級別：2 資歷名冊登記號碼：14/003531/L2

資歷名冊登記有效期：2014年11月4日 - 持續有效

證書 (單元：行銷及銷售管理工作坊二)

課程編號：MK057A

📞 2867 8499

✉️ ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在營銷行政及管理方面的技巧及知識，讓學員了解客戶消費行為及顧客關係管理。

💲 HK\$2,100

🕒 4 個星期

⌚ 資歷架構級別：2 資歷名冊登記號碼：14/003531/L2

資歷名冊登記有效期：2014年11月4日 - 持續有效

證書 (單元：行銷及銷售管理工作坊三)

課程編號：MK058A

📞 2867 8499

✉️ ec.marketing@hkuspace.hku.hk

本課程旨在提高銷售從業員在尊要客戶和策略營銷管理的技巧和知識。

💲 HK\$2,100

🕒 4 個星期

⌚ 資歷架構級別：2 資歷名冊登記號碼：14/003533/L2

資歷名冊登記有效期：2014年11月4日 - 持續有效

Postgraduate Diploma in Integrated Marketing Communications

Programme Code: EE007A

Application Code: 2045-EE007A

📞 2975 5708

✉️ wendy.yu@hkuspace.hku.hk

The programme aims to develop students to be professionals in the field of marketing communications so that they are able to employ appropriate instruments for delivering the most relevant message to the target audiences. They will be able to help company obtain long term benefits through efficient appropriation of the expenses. Both conceptual and tactical knowledge will be delivered to enable students to make decisions for solving daily business problems as well as to establish good conceptual background to face challenges in future.

💲 HK\$7,5000

Application Fee: HK\$150

🕒 1 year

⌚ Level 6 (Reg. No.: 15/003649/L6) Validity Period: 16 Dec 2015 - on-going