

# Brand Management, Luxury Branding and Fashion Marketing

## 品牌管理、奢侈品牌建设及时装营销

### 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:
- a bachelor's degree awarded by a recognized institution; OR
  - 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:
- 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 a score of 80 or above in the internet-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\$5,700 - 6,200  
Application Fee: HK\$150

**D** 1 year to 2 years

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

### Postgraduate Diploma in Fashion Marketing and Management

Programme Code: 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 shall:
- hold a bachelor's degree awarded by a recognized university; or
  - 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 an 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\$6,200 per module  
Application Fee: HK\$150

**D** 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

Programme Code: 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 shall:
- hold a bachelor's degree awarded by a recognized university; or
  - 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 an 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\$6,200 per module  
Application Fee: HK\$150

**D** 12 months to 24 months

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

### Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK



2910 7619 / 2867 8493

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:

- a Higher Diploma in Business, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
- a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull;

For 1. and 2. above, applicants holding a related Advanced Diploma shall preferably have 2 years of work experience.

Applicants of 1. and 2. above are considered to have met the English requirements. In other cases, applicants should have proof of English proficiency by having:

- a Grade E in the Use of English in Hong Kong Advanced Level Examination (HKALE); or
- 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
- IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
- Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill); or
- recognised equivalent.

Applicants with other equivalent qualifications will be considered on individual merit.

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

**D** 18 months

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

**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。

# Brand Management, Luxury Branding and Fashion Marketing

## 品牌管理、奢侈品牌建設及時裝營銷

### Bachelor of Arts (Hons) Marketing and Management

Programme Code: MK025A

The University of Hull, UK

☎ 2910 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, or an Advanced Diploma in Marketing, or an Associate Degree of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; OR
2. a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull;

For 1. and 2. above, applicants holding a related Advanced Diploma shall preferably have 2 years of work experience.

Applicants of 1. and 2. above are considered to have met the English requirements. In other cases, applicants should have proof of English proficiency by having:

- i) a Grade E in the Use of English in Hong Kong Advanced Level Examination (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.

**\$** 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

### Certificate for Module (Fashion Retail Buying)

Programme Code: MK077A

☎ 2867 8313 / 2867 8315

✉ cmmarketing@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.

**R** Applicants shall:

- hold a bachelor's degree awarded by a recognized university or equivalent; or
- hold an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

Applicants with other qualifications will be considered on individual merit.

**\$** HK\$6,900  
Application Fee: HK\$150

**D** 30 hours

English

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

### 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 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\$4,500 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

### 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 and 建立實用營銷及傳媒活動的策略。

**R** 申請人應該：

1. 完成香港中學文憑課程；或
2. 完成香港中學會考課程；或
3. 年滿 21 歲或以上及具有最少兩年相關工作經驗。申請人如持有其他同等資格，學院將按個別情況考慮。

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

**D** 30 hours

Cantonese, suppl with teaching materials in Eng

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

### 證書(單元：奢侈品市場及投資)

課程編號：MK092A

☎ 2867 8313 / 2867 8315

✉ cmmarketing@hkuspace.hku.hk



本課程透過了解奢侈品的歷史、文化及市場分析，讓學員明白各類奢侈品的特色和品牌，分析其收藏價值、行業趨勢和前瞻。透過教授相關的知識和實例分享，學員能夠因應家族辦公室的高端客戶需要，策劃最佳的奢侈品買賣和投資。

**R** 申請人應持有副學士學位/高級文憑或同等學歷。

申請人如持有其他同等學歷：或 21 歲及以上及擁有三年理財及財富管理相關工作經驗者，學院將作個別考慮。

**\$** HK\$7,800  
報名費用：HK\$150

**D** 30 小時

粵語輔以英語

**Q** 資歷架構級別：3 資歷名冊登記號碼：23/000237/L3  
資歷名冊登記有效期：2023 年 4 月 1 日 - 持續有效

See legend on page 031 圖例說明於第 031 頁

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

**\$** 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)