

## Executive Certificate in

# Public Relations and Corporate Branding

### EP089A



*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's branding goals and objectives.*

#### Programme Structure

The programme comprises of 30 hours of face-to-face lectures

##### Topics:

- Overview of Public Relations and Corporate Branding
- New Communication Tools in PR
- Content Creation and Management
- Public Relations Campaigns Strategies Design and Implementation
- Measuring the effectiveness of PR Campaigns
- New Trends in Public Relations and Corporate Branding

#### Entry Requirement

Applicants should have:  
 a bachelor's degree awarded by a recognized university or equivalent; or  
 an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of working experience; or  
 relevant professional qualifications.  
 Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

#### Programme Delivery

Duration:  
 2 months

Time\*:  
 1 class per week ; 6 hours per class;  
 Weekends (10:00 am - 5:00 pm)

\*The schedule is subject to change when necessary

#### Course Fee

Application Fee  
 HK\$150(non-refundable)

Course Fee  
 HK\$7,000 per programme  
 All fees are subject to change without prior notice.

## Teaching and Learning Approach

This programme will be taught in part-time face-to-face mode. The programme consists of 30 hours of lectures and group presentations. Lecturers will use real case studies for discussion and analysis. Learning experience will be further enhanced by complete a group project at the end of programme.

**HK\$7,000**

### Application Procedure

All applicants are required to submit:

1. Completed application form
2. Application fee of HK\$150
3. ONE set of all the following documents
  - Certified true copies of full educational certificates and transcripts
  - Original/ Certified true copies of testimonials or other documentary proof of the applicant's working experience
  - Photocopy of HK Identity Card

### Application Deadline

Applications are open throughout the year.

### Programme Enquiries

For more programme details, please visit

<http://hkuspace.hku.hk/cht/prog/exe-cert-in-public-relations-and-corporate-branding>

Tel: 2867 8313

Email: [ws.chiu@hkuspace.hku.hk](mailto:ws.chiu@hkuspace.hku.hk)



## Enrolment Centres

### Admiralty Learning Centre [ADC]

3/F., Admiralty Centre,  
18 Harcourt Road, Hong Kong  
(Exit A, Admiralty MTR Station)  
3761 1111

### Fortress Tower Learning Centre [FTC]

1/F., Fortress Tower, 250 King's  
Road., North Point, Hong Kong  
(Exit B, Fortress Hill MTR Station)  
3762 0888

### HPSHCC Campus [HPSHCC]

1/F, HPSHCC Campus,  
66 Leighton Road,  
Causeway Bay, Hong Kong  
3923 7171

### Island East Campus [IEC]

2/F, 494 King's Road,  
North Point, Hong Kong  
(Exit B3, North Point MTR Station)  
3762 0000

### HKU Campus [HKUC]

3/F., T.T.Tsui Bldg.  
The University of Hong Kong  
Pokfulam Road, Hong Kong  
2975 5680

### Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,  
Kowloon Bay, Kowloon  
(Exit B, Kowloon Bay MTR Station)  
3762 2222