

Certificate for Module (Effective Digital Media Planning and Programmatic Advertising) (MK082A)



This program equips marketing executives and advertising practitioners with professional credentials in digital media planning and programmatic advertising. It covers topics such as digital marketing, media planning and buying, audience data, programmatic advertising, and campaign measurement. Offered in collaboration with IAB Hong Kong, it prepares students for industry certifications.

Programme Highlights

- Master efficient digital media planning and programmatic advertising techniques in 7 weeks.
- Course held on weekdays.
- Learn from top instructors from Google, Meta, and other prestigious companies who will share their professional insights and practical experiences.
- Classroom practice: automation and programmatic advertising, ad targeting, and ad tag generation.
- Understand the importance of data, digital campaign measurement, digital media buying, planning, and sales.
- Qualified students may be reimbursed up to 80% of the course fee.

Syllabus

1. IAB Digital Fundamental
 - Digital advertising communication strategies, formats, campaign planning and optimization – role of data, metrics and key performance indicators (KPIs).
2. IAB Digital Media Buying and Planning
 - Collaboration on campaign briefs, creating media strategies, executing and managing campaigns.
 - Computer practices – setup social media campaign and paid search campaign.
3. IAB Programmatic 360
 - Evolution of programmatic advertising, technologies and transaction types
 - Automation, campaign process and measurement strategies
 - Computer practices – setup display banner campaign
4. IAB Data, Measurement & Media Selling
 - Data types in digital ecosystem (1P, 2P, 3P data)
 - Audience data for advertising and campaign measurement (Quantity and quality)
5. Hong Kong media selling landscape
 - Ad Placement, Generation of Ad Tags, Google Analytics and Google Tag Manager
 - Computer practices – setup google analytics for website
6. Latest Trends in Digital Marketing
 - Future of commerce

QF Level: 4 QR Registration No.: 21/001316/L4

QR Registration Validity Period: 01 Dec 2021 - on-going

This course is recognized under the Qualifications Framework (QF Level 4)

This course has been included in the list of reimbursable courses under the Continuing Education Fund.

Our Professional Teachers



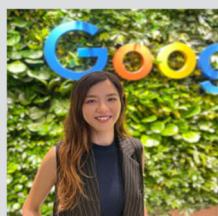
Ms Helen Cheung
Managing Director
Omnicom Media Group



Mr Roger Kan
VP, Strategic
Partnerships
Director, APAC
Cosmose, Inc.



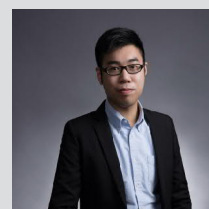
Mr Darren Chui
Product Director
TechJobAsia
TalentLabs



Ms Yoyo Yiu
Senior Account Manager
Google Marketing
Platform
Google



Mr Alex Lo
Lead Senior Client
Strategy Director,
Hong Kong & Taiwan
The Trade Desk



Mr Coleman Lo
VP of operations,
Key Accounts
Hina Technology
Co., Limited

Programme Delivery

Duration - 40 Hours

Medium of Instruction - English

Application Procedure

Online or

In-person:

Please bring along the following documents

to any of our Enrollment Centre

- 1. Completed application form**
- 2. Photocopy of HK Identity Card**
- 3. Original and copy of academic and work qualifications**

Programme Enquires

For further programme details, please visit



Tel: 2867 8499

Email: ec.marketing@hkuspace.hku.hk

Other Related Programmes

- Executive Certificate in Digital and Social Media Marketing**
- Executive Certificate in Social Media and Digital Marketing Analytics**

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, HPC 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

Kowloon West Campus [KWC]

5/F, NCB Innovation Centre, 888 Lai
Chi Kok Road, Cheung Sha Wan, Kowloon
(Exit D1 or D2, Lai Chi Kok MTR Station)
3762 0088