

Certificate for Module in **Digital Marketing Series**

Certificate for Module (Digital Marketing Planning and Analytics) 🕍 👍





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







Certificate for Module Planning and **Analytics**)





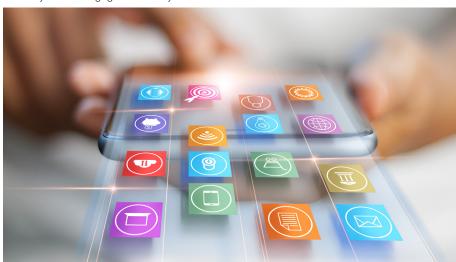
QR Registration No.: 22/000705/L4 QR Registration Validity Period: 01 Sep 2022 - on-going

Programme highlight

(Digital Marketing This programme is designed to provide students with a solid foundation of digital marketing planning on the ground of customer-centric orientation. Students will learn to apply different planning approaches for digital marketing campaigns in order to drive customer engagement along the digital customer journey. They will also learn the basic data collection and Google analytics, as well as how to set up key performance indicators (KPIs) and to measure the effectiveness of a digital marketing campaign.

Programme Contents

- Overview of Digital Marketing
- Strategy and Planning
- Different Planning Approaches for Different Digital Marketing Platforms
- ContenOt Marketing and Web Optimisation
- Introduction to Search Analysis, Audience Analysis and Engagement Analysis
- Introduction to Google Analytics for Digital Marketing Analytics
- Testing, Evaluation and Optimisation
- Digital Customer Journey



Tuition Fee

Application Fee Course Fee **HK\$ 150** HK\$ 4,350 (non-refundable) (Subject to change without prior notice)

Entry Requirement

- 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.

Enquiries

Email: ADip.marketing@hkuspace.hku.hk Tel: 2867 8316/ 2867 8493

Certificate for Module Effective Digital Media Planning and Programmatic **Advertising**





QF Level: 4 QR Registration No.: 21/001316/L4 QR Registration Validity Period: 01 Dec 2021 - on-going

Programme highlight

This programme is offered in collaboration with IAB Hong Kong. IAB was founded in 1996 and headquartered in New York City. The organisation is committed to professional development and elevating the knowledge, skills and expertise of the workforce in the digital media and advertising industry.



Programme Contents

IAB Digital Fundamental

- New rules and the latest trends in digital marketing
- Digital consumer behavior and consumer segmentation
- Digital and social media platforms
- Digital advertising communication strategies and formats
- Digital advertising campaign planning and optimisation role of data, metrics and key performance indicators (KPIs)

IAB Digital Media Buying and Planning

- Collaboration on campaign briefs
- Creating media strategies
- Developing digital media plans
- Executing and managing campaigns
- Educating stakeholders
- Computer practices setup social media campaign and paid search campaign

IAB Programmatic 360

- Evolution of programmatic advertising
- Technologies and transaction types
- Supply-side providers and demand-side providers
- Automation, campaign process and measurement strategies
- Computer practices setup display banner campaign

IAB Data, Measurement & Media Selling

- Data types in digital ecosystem (1P, 2P, 3P data)
- Audience data for advertising
- Campaign measurement (Quantity and quality)
- Hong Kong Media selling landscape

Ad Placement and Generation of Ad Tags

- Google Analytics, Google Tag Manager
- Computer practices setup google analytics for website

Latest Trends in Digital Marketing

- How the growth of e-commerce affects the trend in Digital Marketing
- Future of commerce





Tuition Fee

Application Fee

Course Fee

HK\$ 150

HK\$ 9,350

(non-refundable)
(IAB Hong Kong members may contact our programme staff for waiving the application fee)

(Subject to change without prior notice) (CEF Course. Eligible students may reimburse up to 80% of course fee after fulfilling CEF's eligibility criteria.)

Entry Requirement

- have gained in the HKDSE Examination Level 2 or above in 5 subjects, including Chinese Language and English Language, and have at least 2 years of work experience; or
- have gained in the HKCEE Grade E or above in 3 subjects with Level 2 or above in Chinese Language and English Language and have at least 2 years of work experience; or
- an Associate Degree/ a Higher Diploma, or equivalent, and have at least 2 years of work experience.
- Applicants with relevant work experience or other qualifications such as the Google Ads Certification or Facebook Blueprint Certification will be considered on individual merit.

Enquiries

Email: ec.marketing@hkuspace.hku.hk

Tel: 2867 8499/ 2867 8493



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