

Certificate for Module in Digital Marketing Series

Marketing

Certificate for Module (Digital Marketing Planning and Analytics)  4

Certificate for Module (Effective Digital Media Planning and Programmatic Advertising)  4



HKU SPACE was awarded the ASIIN institutional accreditation seal to confirm that we fulfil the institutional, procedural and cultural requirements for good teaching and successful learning. Trust in us as your lifelong learning partner.



Inspiring Your Future

Business Education@HKUSPACE

Certificate for Module (Digital Marketing Planning and Analytics)

Programme highlight

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
- Content 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



QF Level : 4
QR Registration No. : 22/000705/L4
QR Registration Validity Period :
01 Sep 2022 - on-going



Tuition Fee

Application Fee

HK\$ 150

(non-refundable)

Course Fee

HK\$ 4,350

(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

Tuition Fee

Application Fee

HK\$ 150

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

Course Fee

HK\$ 9,350

(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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