

Marketing Communications and Branding

營銷傳播及品牌

Bachelor of Arts (Hons) Marketing

Programme Code: MK023A

The University of Hull, UK
Application Code: 2065-MK023A



2867 8493 / 2910 7619 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:

1. a Higher Diploma in Business (Marketing and Management/Sales, Marketing and Advertising/Marketing and Media) or an Associate of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE* with a GPA of 2.0 or above; OR
2. a related Higher Diploma or Associate Degree offered by HKU SPACE or a Higher Diploma or an Associate Degree from other tertiary institutions in the areas of marketing and/or management which are recognised by The University of Hull.

Graduates of the HKU SPACE Higher Diploma and Associate Degree programmes recognised by The University of Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

- i) a Grade E in the Use of English in 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.

* Applicants holding the above qualifications mentioned in 1) awarded within the HKU system through HKUSPACE recognised by The University of Hull are considered as having met the English proficiency requirement and are therefore not required to provide additional proof of English language proficiency.

\$ HK\$12,500 per module
Application Fee: HK\$200

D 18 months

English

Advanced Diploma in Marketing and Brand Management

Programme Code: MK002A

Application Code: 2075-MK002A



2867 8316 / 2867 8324

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\$4,000 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



More details

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。 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。

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

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR4

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 計程主辦人正根據《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。

Advanced Diploma in Marketing, Advertising and Public Relations

Programme Code: MK067C

Application Code: 2075-MK067C



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The rapid development in digital technology and new social media massively reshaped the advertising industry and the public relations ('PR') practices and communications. This programme is a fast track to equip executives in marketing, advertising or PR with new knowledge and skills in digital advertising, psychology in advertising, social media, consumer behaviour, and multimedia writing, etc., in order to enhance their market competitiveness.

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\$4,000 per module

Application Fee: HK\$150

D 20 months to max. 40 months

English

Q Level 4 (Reg. No.: 21/001283/L4) Validity Period: 01 Dec 2021 - on-going

Professional Diploma in Marketing

Programme Code: MK037A



Hong Kong Institute of Marketing

Application Code: 2075-MK037A

2867 8499 / 2867 8471

prof.mkt@hkuspace.hku.hk

The Professional Diploma in Marketing Programme is developed for individuals who want to equip with strategic understanding of core marketing knowledge and their applications. You will learn how to enhance brand experience and customer engagement through the analysis of market trend and customer journey, effective planning in multichannel marketing communications via integration of digital marketing, social media, conventional marketing promotion tools, and social selling techniques, etc. to uplift the effectiveness in marketing and selling effort in the highly competitive business environment.

R Applicants should:

- have gained in the HKDSE examination level 2 or above in 5 subjects including English language, and have 2 years of relevant work experience;
- 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
- hold the Professional Certificate in Marketing awarded within the HKU system through HKU SPACE; or
- hold a Diploma/Advanced Diploma awarded by a recognised institution.

[Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.]

\$ HK\$4,000 per module

Application Fee: HK\$150

D 1 year to 2 years

English

Q Level 4 (Reg. No.: 07/001830/4) Validity Period: 05 May 2008 - on-going

Marketing Communications and Branding 營銷傳播及品牌

Executive Certificate in Public Relations and Corporate Branding Programme Code: EP089A

2867 8313

ws.chiu@hkuspace.hku.hk



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 corporates branding goals and objectives.

\$ HK\$7,000 per programme
Application Fee: HK\$150

D 1 month

Certificate for Module (Shopper Relations and Customer Services) Programme Code: MK087A

Application Code: 2075-MK087A



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The programme aims to stress the importance of customer-centric service in retailing business and to develop students' knowledge and skills of customer services for retailers and shopping malls. They will also learn how to establish a long-term shopper relationship and enhance the shopping experience and satisfaction.

R Applicants shall:
- 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\$4,350
Application Fee: HK\$150

D 42 hours

E English

Q Level 4 (Reg. No.: 22/000709/L4) Validity Period: 01 Sep 2022 - on-going

Certificate for Module (Management Skills for Effective Manager) Programme Code: MK089A

Application Code: 2075-MK089A



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The programme is to develop students with self-management, interpersonal management and team management skills and prepare them to perform the role of a marketing manager.

R Applicants shall:

- 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\$4,350
Application Fee: HK\$150

D 33 hours

E English

Q Level 4 (Reg. No.: 22/000707/L4) Validity Period: 01 Sep 2022 - on-going

Certificate for Module (Corporate Communications and Crisis Management) Programme Code: MK091A

Application Code: 2075-MK091A



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The programme is to equip students with proficient corporate communication skills to communicate with stakeholders and the knowledge to develop a crisis management plan.

R Applicants shall:

- 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\$4,350
Application Fee: HK\$150

D 42 hours

E English

Q Level 4 (Reg. No.: 22/000704/L4) Validity Period: 01 Sep 2022 - on-going