

Marketing Communications and Branding

營銷傳播及品牌

Master of Science in Marketing

Programme Code: MK008A

Edinburgh Napier University, UK
Application Code: 2070-MK008A



☎ 2867 8315

✉ msc.marketing@hkuspace.hku.hk

The MSc in Marketing is a two-year part-time programme jointly offered by Edinburgh Napier University and HKU SPACE since Year 2000. The programme aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing management.

- R** Applicants should hold:
- An undergraduate degree at Honours level from a recognised university; OR
 - An undergraduate degree from a recognised university PLUS no less than one year's experience in marketing or sales or three years general working experience; OR
 - An appropriate professional qualification e.g. CIM Diploma in Marketing, HKU SPACE Diploma in Marketing awarded within the HKU system through HKU SPACE, PLUS no less than one year's experience in marketing or sales or three years general working experience.

Entry as an Affiliate Student:

If you do not meet the above requirements, but have five or more years of marketing experience, you may enter as an Affiliate Student. Your application will be reviewed individually and, if successful, will allow you to study the two modules in the first trimester of the programme, Principles and Practice of Marketing and Consumer Behavior, as an Affiliate Student. If you pass these modules, you will be able to proceed with the rest of the programme.

More details



\$ HK\$93,500 (payable in two instalments)
Application Fee: HK\$200

D 24 months to 28 months

🇬🇧 English

Master of Science in Marketing with Festival and Event Management

Programme Code: MK026A

Edinburgh Napier University, UK
Application Code: 2070-MK026A



☎ 2867 8315

✉ msc.marketing@hkuspace.hku.hk

The MSc in Marketing with Festival and Event Management is a two-year part-time programmes jointly offered by Edinburgh Napier University and HKU SPACE since Year 2010. Edinburgh Napier is based in one of the most important global destinations for tourism, festival and events. The University's postgraduate programmes were developed to support international tourism and event management development. The programmes aimed to equip students with the knowledge and intellectual capabilities to successfully develop a career in marketing, festival and event management.

- R** Applicants should hold:
- An undergraduate degree at Honours level from a recognised university; OR
 - An undergraduate degree from a recognised university PLUS no less than one year's experience in marketing or sales or three years general working experience; OR
 - An appropriate professional qualification e.g. CIM Diploma in Marketing, HKU SPACE Diploma in Marketing awarded within the HKU system through HKU SPACE, PLUS no less than one year's experience in marketing or sales or three years general working experience.

Entry as an Affiliate Student:

If you do not meet the above requirements, but have five or more years of marketing experience, you may enter as an Affiliate Student. Your application will be reviewed individually and, if successful, will allow you to study the two modules in the first trimester of the programme, Principles and Practice of Marketing and Consumer Behavior, as an Affiliate Student. If you pass these modules, you will be able to proceed with the rest of the programme.

\$ HK\$93,500 (payable in two instalments)
Application Fee: HK\$200

D 24 months to 28 months

🇬🇧 English

Postgraduate Diploma in Corporate Branding and Event Management

Programme Code: MK066A

Application Code: 2075-MK066A



☎ 2867 8315

✉ pgdip.marketing@hkuspace.hku.hk

The programme aims to meet the continuing education and professional development needs of those who are currently working in corporate branding and/or event management or those who have aspirations in these areas.

- R** Applicants should have:
- a bachelor's degree awarded by a recognized institution; OR
 - a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

AND

b) A good command of English

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- HKDSE Examination English Language at Level 3 or above; or
- HKALE Use of English at Grade E or above; or
- equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

\$ HK\$4,900 - 5,400

Application Fee: HK\$150

D 1 year to 2 years

🇬🇧 English

Q Level 6 (Reg. No.: 17/000809/L6) Validity Period: 15 Aug 2017 - on-going

Bachelor of Arts (Hons) Marketing and Management

Programme Code: MK025A

The University of Hull, UK
Application Code: 2065-MK025A



☎ 2910 7619 / 2867 8493

✉ hull.mmg@hkuspace.hku.hk

The BA (Hons) Marketing and Management programme equips students with the latest marketing and management knowledge such as marketing communications, digital marketing, social media, brand management, strategic management, etc. It aims to uplift students' competitiveness and employability in job market. With professional training, students will be able to develop effective marketing and management strategies to solve business problems in competitive business environment.

- R** All applicants must satisfy the admission requirements of the University of Hull before they may be considered for selection. An applicant shall hold:

- 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
- 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 University of Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

- a Grade E in the Use of English in HKALE; or
- 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
- IELTS with minimum score of overall 6.0 (with a minimum 5.5 in each skill), or
- Pearson Academic Test of English with minimum score of overall 54 (with a minimum 51 in each skill) or
- 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 its 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



See legend on page 029 圖像說明於第 029 頁

R Minimum Entry Requirements 基本入學要求 (P.015)

\$ Fee 學費

D Duration 修業期

🇬🇧 Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

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 its 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



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; 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
 - 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 corporate branding goals and objectives.

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

⏱ 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

⏱ 42 hours

🌐 English

📋 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

⏱ 33 hours

🌐 English

📋 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

⏱ 42 hours

🌐 English

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