

# Retail, Fashion and Luxury Brand Management

## 零售、時裝及奢侈品品牌管理

### Postgraduate Diploma in Fashion Marketing and Management

Programme Code: MK071A

Application Code: 2075-MK071A



2867 8315

pgdip.marketing@hkuspace.hku.hk

This postgraduate Diploma is designed to provide opportunities for marketing or retailing practitioners in the fashion business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the fashion business.

- R** Applicants should have:
- (i) hold a bachelor's degree awarded by a recognized university; or
  - (ii) hold relevant and recognized professional qualifications and have three years of relevant work experience.
- AND
- provide evidence of English proficiency if they hold a professional qualification or their bachelor's degree is from a university where the teaching medium is not English, 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
    - 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\$5,400 per module  
Application Fee: HK\$150

**D** 12 months to 24 months

English

**Q** Level 6 (Reg. No.: 19/000659/L6) Validity Period: 20 May 2019 - on-going

### Postgraduate Diploma in Luxury Services and Brand Management

Programme Code: MK070A

Application Code: 2075-MK070A



2867 8315

pgdip.marketing@hkuspace.hku.hk

This Postgraduate Diploma is designed to provide opportunities for practitioners in the luxury goods and services business to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This programme also helps students acquire analytical skills to pursue a career in the luxury business sector.

- R** Applicants should have:
- (i) hold a bachelor's degree awarded by a recognized university; or
  - (ii) hold relevant and recognized professional qualifications and have three years of relevant work experience.
- AND
- provide evidence of English proficiency if they hold a professional qualification or their bachelor's degree is from a university where the teaching medium is not English, 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
    - 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\$5,400 per module  
Application Fee: HK\$150

**D** 12 months to 24 months

English

**Q** Level 6 (Reg. No.: 19/000657/L6) Validity Period: 20 May 2019 - on-going

### Advanced Diploma in Marketing and Retail Management

Programme Code: MK030A

Application Code: 2075-MK030A



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The rapid development in digitalization and multi-channel retailing has transformed the retail landscape. Total customer satisfaction has been redefined through personalized shopping experience via multi-channel retailing. Nowadays, customers may use more than one sales channels to shop. This part-time advanced diploma programme equips you with new retail management knowledge and skills for multichannel retailing through in-store, online, mobile retailing, etc.

- 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.: 09/001367/4) Validity Period: 01 Feb 2009 - on-going

### Certificate for Module (Retail Management and Operations)

Programme Code: MK073A

Application Code: 2135-MK073A



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

This programme is designed to provide students with a basic understanding of the key management operations in retail business to prepare them for day-to-day retail operations.

- 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 at least 21 of age with 3 years of relevant work experience.

**\$** HK\$4,350

**D** 4 months

English

**Q** Level 4 (Reg. No.: 19/001093/L4) Validity Period: 01 Oct 2019 - on-going

### Certificate for Module (Strategic Marketing for Omnichannel Retailing)

Programme Code: MK086A

Application Code: 2075-MK086A



2867 8316 / 2867 8324

ADip.marketing@hkuspace.hku.hk

The programme is to examine the behavioural intention of digital consumers and to examine the omnichannel retailing strategy for omnichannel retailing business to enhance the consumer experience.

- 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

English

**Q** Level 4 (Reg. No.: 22/000710/L4) Validity Period: 01 Sep 2022 - on-going

# Retail, Fashion and Luxury Brand Management

## 零售、時裝及奢侈品品牌管理

### Certificate for Module (Fashion Retail Buying)

Programme Code: MK077A

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



This programme aims to enhance the skills for those working in the fashion industry in the areas of retailing, buying and/or merchandising. Participants will learn the structure of the global fashion market, trend research, buying functions, range planning, sales analysis and profit management.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university or equivalent; or
  - hold an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

Applicants with other qualifications will be considered on individual merit.

**\$** HK\$6,000  
Application Fee: HK\$150

**D** 30 hours English

**Q** Level 5 (Reg. No.: 21/000098/L5) Validity Period: 01 Feb 2021 - on-going

### 行政人員證書《珠寶營銷》

課程編號: EP127A

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



本課程旨在教授學員珠寶行業的專業營銷理論及實踐知識。課程內容包括寶石學、行業宏觀營商環境、奢侈品消費者行為學、客戶關係管理、品牌策略、及商業運營分析。

**\$** HK\$7,300  
早鳥優惠/二人同行優惠: HK\$7,000  
報名費用: HK\$150

**D** 2個月

### Certificate for Module (High Horology)

Programme Code: MK076A

Application Code: 2065-MK076A

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



The programme is designed for enthusiastic beginners who are interested to discover and learn about the fine watchmaking industry. It requires no specific background knowledge of the industry. Students will be introduced to the fine watchmaking industry, the stories behind fine watches along with the technical particularities and craftsmanship skills surrounding their creation.

More details



**\$** HK\$9,800

**D** 30 hours

Cantonese, suppl with teaching materials in Eng

**Q** Level 3 (Reg. No.: 21/000097/L3) Validity Period: 01 Feb 2021 - on-going

### High Horology Certification Programme

Programme Code: MKTG9179

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



This programme aims to discover and deepen understand of the fine watchmaking industry, prepare to enter the watch and jewellery industry and get the FHH Watch Advisor Certification recognition and become a true watch connoisseur.

**\$** HK\$8,500

**D** 1 month

English

### High Horology Specialist Certification Programme

Programme Code: MKTG9202

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



The High Horology Specialist Certification Programme is the second level certification offered by FHH. It is targeting at the fine watchmaking enthusiasts and/or practitioners who are also holders of the first level FHH certification (Watch Essentials or Watch Advisor).

**R** Holder of the FHH Watch Essentials or Watch Advisor Certificate, and be at least 18 years of age.

**\$** HK\$8,900

**D** 1 month

Cantonese, supplemented with teaching materials in English

### Executive Workshop "Rise and Fall of Gemstones"

Programme Code: MKTG9215

Application Code: 2070-1537NW

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



This course is an overview of the commercial environment of the jewellery industry through the historical stories of gemstones. Participants will learn the historical factors that cause the rise and fall of gemstones like diamond, ruby, sapphire, emeralds, and more. Knowing these history and stories would help participants understand why some origins and/or trade names cost more than the others. In a broad level, participants would appreciate the dig-to-wear cycle of major gemstones.

**\$** HK\$4,200  
Group Rate: HK\$3,600  
(Group of 2 or above, applications must be submitted to enrollment centres)

**D** 9 hours

Cantonese, supplemented with teaching materials in English

### Executive Workshop "Art Market, Trading, and Collectibles"

Programme Code: MKTG9213

☎ 2867 8313

✉ ws.chiu@hkuspace.hku.hk



Technology not only creates more possibilities for artists, but it also brings tremendous opportunities for the art industry including the art market. For Hong Kong, despite the challenges faced by the territory in the past two years, Hong Kong has now overtaken London as the second-biggest contemporary art auction market in the world after New York. ArtTech is therefore a blue ocean that poses great potential for Hong Kong to flourish and thrive in the global art scene.

**\$** HK\$4,200  
Group Rate: HK\$3,600  
(Group of 2 or above, applications must be submitted to enrollment centres)

**D** 9 hours

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](http://hkuspace.hku.hk)