

Artificial Intelligence, Big Data and Marketing Data Analytics

人工智能，大數據及市場營銷數據分析

Certificate for Module

(Big Data and Artificial Intelligence Marketing)

Programme Code: MK083A

☎ 2867 8313 / 2867 8315



✉ cmmarketing@hkuspace.hku.hk

The programme aims to enhance the concepts and skills for modern marketers who wish to improve their job performances. Using real-world examples from various industries, participants will learn how big data and artificial intelligence transform marketers from reactive to proactive planners.

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\$7,900

Application Fee: HK\$150

30 hours

English

Level 5 (Reg. No.: 22/000230/L5) Validity Period: 01 Jun 2022 - on-going

Certificate for Module

(Digital Marketing Planning and Analytics)

Programme Code: MK088A

☎ 2867 8316



✉ ADip.marketing@hkuspace.hku.hk

The programme is to provide students with the basic concepts and insights to the interconnected value of the core digital channels and the competence in developing a digital marketing plan to address the upcoming marketing challenges in the business.

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\$4,800

Application Fee: HK\$150

42 hours

English

Level 4 (Reg. No.: 22/000705/L4) Validity Period: 01 Sep 2022 - on-going

Certificate for Module

(Google Analytics – Intermediate Level)

Programme Code: MK098A

☎ 2867 8499



✉ ec.marketing@hkuspace.hku.hk

This programme aims to equip digital marketing and advertising practitioners with the skills to utilise Google Analytics 4 (GA4) to measure online traffic across various platforms and apps engagement. The programme also focuses on collecting event-based data and providing insights and solutions to optimise digital campaigns, website traffic, and sales conversion for e-commerce.

R Applicants shall:

- (a) have gained in the HKDSE Examination Level 2 in 5 subjects, including English Language; OR
- (b) have gained in the HKALE Grade E in 1 AL or 2 AS subjects, and HKCEE Level 2 in English Language.

Applicants with other qualifications or aged 21 or above with 1 year of relevant work experience will be considered on individual merit.

HK\$8,800

Application Fee: HK\$150

30 hours

English

Level 4 (Reg. No.: 24/000921/L4) Validity Period: 01 Dec 2024 - on-going

Executive Certificate in Social Media and Digital Marketing Analytics

Programme Code: EP096A

☎ 2867 8499



✉ ec.marketing@hkuspace.hku.hk

This programme aims to provide students with essential and fundamental knowledge in social media and digital marketing analytics. It also provides hands-on and practical techniques and tools for students to build both strategic mindsets on data strategy and develop practical skills in using digital and social media marketing analytics effectively.

R Applicants shall hold:

- (a) a bachelors degree awarded by a recognized university or equivalent, or
- (b) an associate degree/ a higher diploma or equivalent, and have at least 2 years of work experience, or
- (c) possess relevant professional qualifications.

Applicants with other qualifications and substantial work experience will be considered on individual merit.

HK\$6,950

Application Fee: HK\$200

2 months

English, suppl with teaching materials in Eng

善用持續進修
基金

2.5萬元

(申請年齡
無上限)

擁有全港
最多最廣



課程

See legend on page 031 圖像說明於第031頁

R Minimum Entry Requirements 基本入學要求(P.017)

\$ Fee 學費

D Duration 修業期

E 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