

Professional Selling and Sales Management

專業推銷與銷售管理

大灣區餐飲業市場發展攻略

課程編號：MKTG9230

2867 8499

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本課程將教授創業者在大灣區開展餐飲業的重要市場規劃技巧，包括最新內地餐飲文化、流行文化、網紅行銷的最新趨勢及應用數碼行銷去增加客源。最新熱話的餐飲業機會和挑戰，例如品牌的可持續性，如何減廢及社會與企業管治 (ESG) 以應對中央政府漸趨嚴格的環保法規。餐飲業者，創業者及與餐飲業相關工作者，修讀課程後能了解品牌形象和飲食文化等經營技巧，以協助他們更容易制定適合當地的市場規劃，使其品牌能在大灣區作永續的發展。

R 申請者必須年滿十八歲

此課程的目標對象為：

- 餐飲業從業人員如餐廳、咖啡室、或其他餐飲場所的管理者、服務人員、市場營銷人員、品牌管理的行政人員、從事餐飲的中小企業初創人士及老闆
- 關注餐飲業市場、消費者需求和競爭環境的專業人士如市場分析師和財務策略師等
- 關注綠色營運、環保和永續發展的餐飲工作者

\$ HK\$3,800

D 2 個月

E 粵語

東盟市場發展系列 - 印尼市場營銷攻略

課程編號：MKTG9233

2867 8499

ec.marketing@hkuspace.hku.hk



隨著東盟急速發展，成為中國最大貿易合作夥伴，尤其印尼將會在 2045 年成為全球第四大經濟體，帶給本港企業無限商機。根據香港貿易發展局，東盟人口超過 6.7 億，僅次於印度和中國內地。以經濟規模來說，東盟是全球第五大經濟體，區內龐大的消費力正逐漸釋放出來。其中，印尼是東盟最大經濟體，市場潛力甚為豐厚。如今網購熱潮席捲全球，港商可以通過電商渠道更快切入印尼市場，把握銷售新機遇。

R 目標學員

- 有意發展印尼市場的企業、品牌發展商、製造商、電子商貿、網紅、或個人投資者。
- 基本入學要求
- 年齡 18 歲及以上香港永久居民或持有有效簽證。

\$ HK\$6,000

預早報名優惠：HK\$5,400

D 1 日

E 粵語或普通話

Public Relations and Crisis Management

公共關係與危機管理

Certificate for Module (Strategic Marketing and Public Relations)

Programme Code: MK097A

2867 8315

pgdip.marketing@hkuspace.hku.hk



The programme is about the concepts and processes involved in developing market-driven strategies and a coordinated marketing programme to deliver superior customer value via public relations. The module focuses what it means to be a public relations professional, how people learn about public relations, develop and hone their public relations skills.

R Applicants should have:

- (i) a bachelor's degree awarded by a recognised institution; OR
- (ii) a professional qualification in a relevant discipline and three years of full-time work experience at senior managerial level in related industries.

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:

- (i) an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- (ii) 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
- (iii) HKDSE Examination English Language at Level 3 or above; or
- (iv) HKALE Use of English at Grade E or above; or
- (v) equivalent qualifications.

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

\$ HK\$6,400 per module
Application Fee: HK\$150

D 39 hours

E English

Q Level 6 (Reg. No.: 23/000839/L6) Validity Period: 01 Oct 2023 - on-going

Certificate for Module (Corporate Communications and Crisis Management)

Programme Code: MK091A

2867 8316

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\$4,800

Application Fee: HK\$150

D 42 hours

E English

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

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