



Advanced Diploma in Marketing & Retail Management
Advanced Diploma in Marketing & Brand Management
Advanced Diploma in Marketing
(Intermediate Award: Diploma in Marketing Studies)



This programme has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

INTRODUCTION

Hong Kong is one of the world's major business centres and has gained a reputation as a shopping paradise. Marketing is therefore a fast-developing and highly competitive field. As the world changes rapidly, marketing people need to update themselves with new ideas and concepts relevant to their industry. Marketing is a very broad profession and retail and brand management are two of the fastest-growing marketing functions among other specializations which include advertising, marketing research, personal selling, publicity, etc. In view of the changing business environment, employers indicate that more staff training and development are required to upgrade the professionalism of employees and to provide high quality service. As a result, continuing education in marketing, retail and brand management provides an answer to bridging this gap.



AIMS & OBJECTIVES

This series of three programmes is designed to equip participants with the principles, theories and practices in marketing with the option of specialisations in either retail or brand management. On completion of the programmes, participants should have acquired a basic understanding of marketing and related theories and be able to apply these to day-to-day operations at work. The programmes also prepare students for further education (e.g. Bachelor of Arts (Hons) offered jointly by HKU SPACE and University of Hull, UK and Bachelor of Commerce offered jointly by HKU SPACE and Curtin University of Technology (CRICOS Code 00301J), Australia) as well as career advancement in the marketing and management of retail business, store operations or brand management.

PROGRAMME STRUCTURE

	Adv. Dip. in Marketing & Retail Management	Adv. Dip. in Marketing & Brand Management	Adv. Dip. in Marketing
1. Principles of Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Business Economics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Essentials of Accounting & Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Consumer Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Marketing Communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Selling and Sales Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Services Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Managing Retail Operation	<input type="radio"/>		
9. Introduction to Branding		<input type="radio"/>	<input type="radio"/>
10. Retail Marketing Strategies	<input type="radio"/>		
11. Brand Management		<input type="radio"/>	
12. Retail Merchandising and Distribution	<input type="radio"/>		
13. Integrated Brand Communications		<input type="radio"/>	
14. Elective Module 1			<input type="radio"/>
15. Elective Module 2			<input type="radio"/>

(I) To receive the award of *Advanced Diploma in Marketing and Retail Management*, students are required to complete 7 common modules (#1 to 7) plus the following 3 specialism modules in retailing.

- Managing Retail Operation
- Retail Marketing Strategies
- Retail Merchandising and Distribution

Students who complete any five modules and choose to exit the programme may opt to receive a *Diploma in Marketing Studies*.

(II) To receive the award of *Advanced Diploma in Marketing and Brand Management*, students are required to complete 7 common modules (#1 to 7) plus the following 3 specialism modules in branding.

- Introduction to Branding
- Brand Management
- Integrated Brand Communications

Students who complete any five modules and choose to exit the programme may opt to receive a *Diploma in Marketing Studies*.

(III) To receive the award of *Advanced Diploma in Marketing*, students are required to complete 7 common modules (#1 to 7) plus the following core module and 2 elective modules.

Core Module:

- Introduction to Branding

Elective Modules: (Choose any two)

- Managing Retail Operation
- Retail Marketing Strategies
- Brand Management
- Retail Merchandising and Distribution
- Integrated Brand Communications
- Principles of Business Management
- Business Law
- Business Communications

Students who complete any five modules and choose to exit the programme may opt to receive a *Diploma in Marketing Studies*.

ENTRY REQUIREMENTS

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
- hold a Certificate in Marketing / Business; or
- be aged at least 21 with 3 years of relevant work experience.

TEACHING MODE

For each module, there will be 36 hours of face-to-face lecture, 8 hours individual or group consultation, and a 3-hour final written examination. Students are expected to study 2 modules each term and may complete the Advanced Diploma in a minimum of 5 terms of studies, i.e. 20 months.

PROGRAMME SCHEDULE

Terms	September	January	May
Application Closing Period	End of July	End of November	End of March

ASSESSMENT

Assessment for all modules is based on a combination of continuous assessment and final examinations. The continuous assessment and final examination comprise 40% and 60% of the total score respectively. The continuous assessment may include written assignments (paper, essay, or report), group project, presentation, and mid-term test. The overall passing mark is 50%.

EXEMPTION

Exemption of up to 4 modules may be considered based on individual merits. A non-refundable exemption fee of HK\$500 is payable for each module exempted.

FEES

\$3,480 per module

ACADEMIC ARTICULATION

On completion of the Advanced Diplomas, participants will be eligible to apply for admission to:

- Bachelor of Arts (Hons) in Marketing & Management (The University of Hull, UK) with direct entry into the final year;
- Bachelor of Commerce (Marketing & Advertising) (Curtin University of Technology, Australia CRICOS Code 00301J) with direct entry into the second year.



* This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

CRICOS Code 00301J

MODULE DESCRIPTION

Principles of Marketing provides a critical awareness of the role of marketing in business. It focuses on the basic steps in the marketing planning process, market segmentation, targeting and positioning, marketing mix and the importance of customers and their behaviour relating to marketing decision.

Business Economics focuses on the essential tools for microeconomic and macroeconomic analysis. It discusses different types of market structures, various aggregate economic variables, and economic issues in Hong Kong.

Essentials of Accounting and Finance reviews the fundamental financial and accounting concepts. It focuses on the basic accounting policies and accounting data processing, preparation of basic balance sheet, profit and loss account and cash flow statement, and application of ratio analysis in interpreting financial statements and financial theories.

Consumer Behaviour reviews the concepts, theories and principles of consumer behaviour. It discusses the trends, social, psychological and cultural influences that impact on buying behaviour, the stages of consumer decision making, the rules consumers use in making decisions, the formation of consumer attitudes and the strategies that can be implemented to change attitudes.

Marketing Communications focuses on the main elements, activities and linkages associated with the formulation and implementation of a marketing communications plan. It discusses the concept of Integrated Marketing Communications (IMC) in contemporary marketing context, the formulation and evaluation of an IMC plan.

Selling and Sales Management reviews the role of selling and sales management in an organization. It focuses on the application of effective selling techniques during the selling process, determination of the sales organization structure and the deployment of salesforce. It also discusses the key issues in recruiting, selecting, training and appraising the salesforce, and the theory to lead, supervise and motivate the salesforce effectively.

Services Marketing provides a critical awareness of the unique challenges inherent in marketing services. It discusses the contemporary issues in services marketing, combined with local and regional perspectives. It reviews the application of different concepts, frameworks, and analytical procedures in managing the service delivery process, and the development of appropriate strategies to market services.

Managing Retail Operation reviews the fundamental functions in retailing. It covers the information systems in retail operations, the issues in selecting staff and managing their performance, the store layout and merchandise presentation, and the integration of different functional areas, such as merchandising, logistics, operations, and marketing for individual retailers and retail chains.

Introduction to Branding focuses on the role of branding in marketing management. It covers the measurement of the success of a brand, critical evaluation of branding strategies, and positioning a brand in the competitive marketplace.

Retail Marketing Strategies aims to identify and describe key retail marketing strategies and issues that affect marketing in a retail environment. It covers the issues in developing location strategy and factors in selection retail locations, the basic concepts and skills in developing and implementing retail marketing strategies, and the laws and ethics that affect the implementation of retail marketing strategies.

Brand Management provides a critical awareness of concepts and theories to manage a brand at the work place. It covers the development of a marketing programme to build brand equity, writing a well-structured and coherent report on brand strategies, application of the concepts and theories to manage brands over time and across market segments, and critical analysis of the current issues in brand management. .

Retail Merchandising and Distribution focuses on the nature and importance of channel and distribution strategies. It identifies the issues in building and sustaining relationship in retailing, the factors in establishing and maintaining a retail image, the basic theories and skills in merchandising management, and the basic concepts in logistics and inventory management.

Integrated Brand Communications focuses on the effective marketing communication tools to build a brand. It aims to choose and design the brand elements and plan its architecture, use marketing mix strategies appropriately to deliver brand promises, develop a brand or re-brand to revitalize it for success, and to build and measure brand value and equity.

Principles of Business Management aims at introducing students to the basics of management and control in organizations and to equip them for more advanced study in other business-related disciplines such as human resources management and operations management.

Business Law is designed to provide a basic understanding of the legal framework of business, in common law and jurisdictions. It covers the requirements of some crucial law concepts and gives a brief introduction to some basic law principles in Hong Kong.

Business Communications aims to help students understand the principles of and practise the skills for effective business communication. Topics include the communication process, effective strategies and principles needed for successful corporate communication, producing messages, writing short business reports, chairing business meetings and job hunting.

APPLICATION PROCEDURES

Applicants are required to complete the enclosed APPLICATION FORM and submit it with relevant supporting documents to one of the following HKU SPACE Enrolment Centres:

In Person:

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| (i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111 Fax: 2559 4666 | (iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong
(Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000 Fax: 2214 9493 | (viii) HKU SPACE Po Leung Kuk Community College
(HPCC) Campus
1/F, HPCC Campus, 66 Leighton Road, Causeway Bay,
Hong Kong
Weekdays: 9:00 am to 5:30 pm
Saturdays: closed
Telephone: 3923 7171 Fax: 3923 7188 |
| (ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong
Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 pm
Saturdays: closed
Telephone: 2975 5680 Fax: 2546 3538 | (v) HKU SPACE Kowloon West Campus
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),
Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000 Fax: 2302 1609 | |
| (iii) HKU SPACE Fortress Tower Learning Centre
14/F., Fortress Tower, 250 King's Road, North Point
Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: closed
Telephone: 3762 0888 Fax: 2508 9349 | (vi) HKU SPACE Kowloon East Campus
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222 Fax: 2305 5070 | |

* Our Learning Centre staff are able to certify photocopies of the supporting documents.

By Post:

HKU SPACE Marketing Programmes
College of Business & Finance, HKU SPACE, 34/F United Centre, 95 Queensway, Hong Kong

All applications must be accompanied by:

1. Certified true copies of full educational certificates and transcripts;
2. Testimonials or other documentary proof of the applicant's working experience;
3. A non-refundable crossed cheque of HK\$150 payable to 'HKU SPACE' as application fee.

Note: When submitting your application in person at any of the HKU SPACE enrolment centres, please bring along the originals of your qualification certificates, transcripts and documentary proof of working experience for certification at the enrolment centres. Late applications may only be considered at the discretion of the Programme Leader. If you are posting your application, please arrange to bring the originals of the relevant documents for certification to HKU SPACE Admiralty Learning Centre, 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong before the commencement of classes. Should you have any difficulties in submitting the necessary documents during the above-mentioned working hours, please feel free to let us know.

PROGRAMME TEAM

Flora Chan, Associate Head and Senior Programme Director
BSocSc *HK*; MSc Marketing *NUI*; M Adv BS *S.Aust*; MHKIM; MCIM; Chartered Marketer; Prof marketer

Michael Kong, Programme Manager
PDip *Poly UHK*; MBA *Sheff*; GDip *Canberra*; ATI; MHKITA

Winnie Wong, Executive Assistant

PROGRAMME ENQUIRIES

Telephone : 2867 8316 Fax : 2861 0278 E-mail : ADip.marketing@hkuspace.hku.hk



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 Advanced Diploma in Marketing

For office use only

Admitted
 Waiting List
 Rejected

- (MK 43-117-00) Advanced Diploma in Marketing and Retail Management
- (MK 43-118-00) Advanced Diploma in Marketing and Brand Management
- (MK 43-119-00) Advanced Diploma in Marketing

PERSONAL PARTICULARS

Name in Chinese Name in English

Title * Mr / Mrs. / Ms. / Miss Sex * Male / Female

Date of Birth HKID Card / Passport No.

Correspondence Address

Home Telephone Mobile Phone Office Telephone

Email Address Fax Number

Current Occupation Position

* Please delete the inappropriate

ACADEMIC QUALIFICATION (in reverse chronological order)

Please state qualifications relevant to the programme/course entry requirements you are applying for and attach the relevant proof of qualifications.

Institution	Award Received	Dates of attendance (From / To)	Part-time or Full-time

Full name
 Full Postal Address

← Please also complete this part
 請填寫此部分

Note : This application acknowledgment is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

Please see overleaf →

EMPLOYMENT HISTORY (in reverse chronological order)

Please state qualifications relevant to the programme/course entry requirements you are applying for and attach the relevant proof of qualifications.

Name of Employer	Job Title	Date (From / To)

Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

Special assistance required Yes No

Please be assured that any personal information you supply will be kept strictly confidential.

Notes

1. Personal Data provided in this form will be used for processing your application for admission, and for registration, academic, administrative, alumni management, research, statistical and marketing purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorized third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by HKU SPACE and the law from time to time. In all such circumstances data will be treated in strict confidence.
2. Applicants are advised to provide all the information requested in the application documents, where applicable, as otherwise the School may be unable to process and consider their applications. Upon enrolment, applicants will be required to submit a recent passport colour photo for student identification purpose.
3. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.
4. When the processing and consideration of all the applications for a particular programme have been completed:
 - (a) the application papers of unsuccessful candidates will be destroyed; and
 - (b) the application papers of successful candidates will be handled by HKU SPACE staff only or by staff of an authorized third party providing services to the School.
5. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to, and to request the correction of, their personal data. Applicants wishing to access or make corrections to their data, should submit written requests to HKU SPACE.
6. All new enrolled students to the School will automatically become a member of the HKU SPACE ALUMNI. You may, however, contact the Alumni Affairs Office if you would like to de-register your membership.

Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
3. I have noted, understood and agreed the contents of these NOTES and HKU SPACE policy on personal data privacy.

Signature

Date

HKU School of Professional and Continuing Education

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate course fee and relevant documents. You can also mail to the "HKU School of Professional and Continuing Education, 34/F, United Centre, 95 Queensway, Hong Kong", specifying "Course Application – Advanced Diploma in Marketing".
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS if the course will start shortly.
4. If admission is on a first-come, first-served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, then this receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant subject area.
7. Fees paid are not refundable except as statutorily provided or under very exceptional circumstances.