Executive Certificate in Digital and Social Media Marketing
数碼與社群媒體市場推廣
行政證書課程

Introduction
Different kinds of digital marketing tools are being widely used in the business environment. An all-rounded marketer has to be acquainted with knowledge not only in traditional marketing but also in the digital marketing regime.

This programme provides participants with the applications of the emerging digital media technologies from marketing perspectives and to facilitate their full integration with marketing management and practices.

Programme Structure
The programme consists of three modules:

Module 1  Digital Marketing Channels and Essentials
Module 2  Digital Consumer Behaviour and Brand Building with Social Media

Each module consists of 28 contact hours.

Students who wish to enroll in ‘Digital Consumer Behaviour and Brand Building with Social Media’ or ‘Strategy Development, Implementation and Practices of Digital Marketing’ without taking ‘Digital Marketing Channels and Essentials’ will have to prove his/her possession of knowledge in the relevant areas.

Features
1. Learn from experienced marketing professionals.
2. Complete 3 modules in 6 months.
3. Apply for Certified Digital Marketer (CDM) of “Hong Kong Association of Interactive Marketing” (HKAIM).*1
4. Claim CPD hours with PVCBS and PVCHK.*2

*1 Participants are required to have a higher diploma or above qualification in business/management/computer/information technology (or equivalent) offered by a local university or a local tertiary education institution with a minimum of two years in digital marketing (either practice or teaching) in order to apply for CDM. Approval is subject to the final decision of HKAIM.

*2 Application for recognition of CPD hours is undergoing. Subject to approval of PVCBS and PVCHK.
Module 1: Digital Marketing Channels and Essentials

This core subject provides a foundation for further study of the other two subjects. It equips students with an in-depth knowledge of a wide range of digital channels available to marketers and their corresponding strengths and weaknesses for the benefits of maximizing the effectiveness and efficiency of the marketing campaign.

CONTENT

Unit 1: Overview of Digital Marketing
- Definition of Digital Marketing
- Trends of Digital Market
- Characteristics of Digital Media

Unit 2: Digital Marketing Channels
- Website and Landing Page
- Display Advertising
- Email Marketing
- Search Engine Marketing
- Social Media Marketing
- Mobile Marketing
- Other emerging channels and methods of digital marketing

Module 2: Digital Consumer Behaviour and Brand Building with Social Media, and

The first part of this subject equips students with the skills and knowledge to plan and conduct research for consumer-centric digital marketing strategies. The students will also learn how to track and interpret online consumer behaviour and examine the techniques for building relationships with target audience through an understanding of different digital activities.

The later part of the subject focuses on the planning, implementation and measurement of the social media marketing strategy and demonstrates how businesses can effectively build brand by engaging with customers across a diverse range of social media platforms. It enables students to fully integrate social activities across multiple platforms to achieve business objectives.

Students will learn how to monitor and measure social media campaigns, and to improve and prolong the cycle of the social media marketing.

CONTENT

Unit 1: Digital Consumer Behaviour – Consumer Behavior in Digital Age
- Online Consumer Purchase Modelling
- Impact of Long Tail and Free Business Models
- Big Data and Consumers
- Relationship Marketing using the Internet
- Customer Life Cycle Management in Digital Age

Unit 2: Brand Building with Social Media
- Types of Social Media
- Social Media for Consumer Insight
- Brand Building with Likable Media
- Social Media Campaign Planning
- O2O Strategy for Retail and Consumer Brands
- The impact of SoLoMo
- Viral and Video Marketing for brands
- Online PR and Crisis Management

This subject is designed to help students to critically analyze a business and its target client groups, and create a digital marketing strategy and implementation plan for that business.

It is also designed to help students to develop skills in making effective in integrated marketing strategy for the digital age by evaluating and integrating brand propositions in different marketing environment.

Target Participants
Those who are interested to enhance their knowledge of the emerging digital media technologies in marketing context and are expected to take the subject on a part-time basis

Admission Requirements
• Holders of a higher diploma or above qualification; or
• Mature candidates with 3 years or above working experience in any industry

Language Medium
Medium of instruction will be in Cantonese with English terms. Teaching materials and assessment will be in English.

Assessment
Each module comprises 70% continuous assessment and 30% written test. The assessment of each module comprises one group project and one written test.

Award
A Certificate of Attainment will be awarded by the Institute for Entrepreneurship (IfE) of The Hong Kong Polytechnic University to students who attend 70% of the class and pass in their continuous assessment in each module. An Executive Certificate will be awarded to students who completed all three modules. However, the maximum time for participant to complete the whole programme is 1 year.

For other course details, including course fee and schedule, please refer to the separate application form.
Dr. Ken FONG 方健嶋博士 (Programme Leader and Adjunct Professor)
DBA, MSc, MBA, BSSc, FCIM, FPVCBS, Chartered Marketer. Chartered IT Prof., Certified Digital Marketer

Dr. Fong has extensive management experience as a business practitioner as well as an academician. As a business practitioner, he has been a serial entrepreneur and had worked for a SEHK listed technology company. As an academician, he is the Adjunct Professor at Hong Kong Polytechnic University. In addition he has delivered a large number of lectures on digital marketing, e-commerce, technology innovation and retail management to audiences comprising university students and business executives.

Mr. Willy LAI 賴志偉先生

Business Director of Fimmick, a leading Hong Kong based technology-driven digital marketing agency and the first local agency recognised as Facebook’s Preferred Marketing Developer (PMD). Willy helps clients through the whole digital marketing process, making sure Fimmick delivers, if not surpasses on their clients’ expectations. His dedication has led Fimmick to remarkable success, such as winning the Social Media Agency of the Year Silver Award and Local Hero Award by Marketing magazine in 2014.

Mr. Ralph SZETO 司徒廣釗先生

Ralph is one of the founders and Group Director of a digital and social media communications consulting group called CMRS Group based in Hong Kong. Ralph is the first batch of Certified Digital Marketer (CDM) endorsed by HKAIM in September 2015. Ralph is also actively joining various industry and social welfare organizations. He is currently the Chairman of HKAIM, the board member of The Plan HK, consultants of The Boys’ and Girls’ Clubs Association of Hong Kong, Caritas Hong Kong and Radio Television Hong Kong (RTHK).

Mr. Vincent TSUI 徐纈先生

Chief marketing officer of Next Media, Executive Editor in Chief of Apple Daily HK, Author & Columnist in major HK publication, Part time lecturer in CUHK.

Ms. Rebecca WONG 黃貝麗女士

Rebecca started her career as a journalist in traditional media and joined the digital marketing world in 1999. She has over 15 years of experience in digital marketing and web site management in Next Media, MSN and HSBC, etc. With her extensive digital experience, she is a Senior Certified Digital Marketer (SCDM) endorsed by HKAIM. Now she is leading a consulting business called SocialLink Consultancy Ltd.

The actual engagement of individual lecturers and guest speakers is subject to his/her availability.