

Upcoming Course Information (PolyU-I/E Intake - Oct 2020 to Feb 2021)

Professional Certificate in Digital Content Marketing and Storytelling – Course Schedule

IMPORTANT NOTE:

Medium of instruction: Cantonese
Course materials: English
Language of assessments: English

Course Fee: HK\$18,000 per course

➤➤➤ **Early-bird Discount** ◀◀◀

HK\$15,300 per course

Course Code	Course Title	Course Schedule [^]		Exam Date and Time [^]	Venue [^]	Instructor	Early Bird Deadline	QF Level*
		Dates	Time					
MDMKT10332-001-20A	Professional Certificate in Digital Content Marketing and Storytelling 數碼內容行銷專業證書	17, 31 Oct 2020 14, 28 Nov 2020	Sat 10 a.m. – 5:30 p.m.	27 Feb 2021 (Sat) 10:30 a.m. – 12:30 p.m.	PolyU	Dr Ken FONG Mr Eddy HUI Mr Ivan SO	10 Oct 2020	5
		12 Dec 2020	Sat 10 a.m. – 2:00 p.m.					
		19 Dec 2020 9, 16, 23 Jan 2021	Sat 10 a.m. – 5:30 p.m.					
		6 Feb 2021	Sat 10 a.m. – 2:00 p.m.					

The schedule of free non-compulsory technical workshop will be announced later.

CEF Reimbursable Course



CEF Course Code: 33K124326

This course has been included in the list of reimbursable courses under the Continuing Education Fund.

Qualifications Framework*

This course is recognised under the Qualifications Framework (QF Level [5]).

QR Registration No.: 19/001086/L5, Validity Period: 08/07/2019 To On-going

Remarks[^]: Institute for Entrepreneurship (I/E) reserves the right to change the venue, class time and the instructors.

Important Notice

I. Examination – by Institute for Entrepreneurship (IfE), PolyU

Participants are reminded to note the examination date and time before enrolling in the course(s). If a participant is absent from the examination due to illness, injury or other unforeseeable reasons, she/he may apply for the **Late Assessment on Examination** subject to the decision of the Course Assessment Review Panel. Application in writing must be made to the Institute for Entrepreneurship, PolyU (ife.cdt@polyu.edu.hk) within 5 business days from the examination date with the supporting documents, i.e. an official medical certificate.

Circumstances including overseas travels, attendance of ceremonies or work engagement will not be accepted. Individual cases in writing prior to the examination date might be considered subject to approval by the Subject Assessment Review Panel.

If approval has been granted for the Late Assessment on Examination, a late assessment fee of HK\$245 per course will be applied.

II. Special Arrangement – Continuing Education Fund (CEF)

Please refer to the following statement in case of any change of the course delivery mode. The current arrangement is face-to-face teaching.

Labour and Welfare Bureau (LWB) will grant a one-off special arrangement for CEF courses up to 31 August 2020 affected by the coronavirus outbreak. 70% of the classes can be delivered by online platform and 30% will remain the face-to-face mode. Hence, the classes in September are not yet confirmed due to the Social Distancing Guidelines on Prevention of Covid-19 for the General Public.

Application Process

Application Process

1. Complete and submit the [Online Application Form](#).
2. You will receive an email of [Application Acknowledgement](#) from PolyU I/E.
3. Reply to the Acknowledgement Email with the [copies](#) of the documents (refer to the [Document Check-list](#) below).
4. You will receive an email of [Conditional Offer Email](#) from PolyU I/E within 1 week.
5. You will need to make payment from the On-line Card Payment System (refer to the [Conditional Offer Email](#)).
6. PolyU I/E will verify the original documents on the first lesson. Documents provided in the application form must be true and correct to the best of the applicants' knowledge. Provision of any false or misleading information will lead to disqualification of the offer. Any fees paid will not be refunded.
7. You will receive an email of [Confirmation of Enrolment](#) upon verification of the required documents and full payment is made.

Document Check-list

- HKID Card
- Proof of study and/or work qualification
 - Study – Graduation certificates and/or transcripts of your studies
 - Work – A letter (on a company letterhead or with the company stamp) to state the duration and nature of your work
- CEF Application Form (refer to the Email of Application Acknowledgement)

Admission and Completion Requirements

Admission Requirements

Applicants are required to satisfy the requirements stated in (i) and (ii):

- (i) Satisfactory completion of a recognized Higher Diploma programme at Level 4 or equivalent; OR mature candidates aged 25 or above on or before the commencement date of the course, with proficiency in English (subject to satisfactory performance in an interview);
- (ii) 3 years or above working experience in sales & marketing, media & communications, public relations or business development.

Completion Requirements

If you wish to obtain the Professional Certificate issued by PolyU I/E	If you wish to claim Continuing Education Fund (CEF)
<p>You must fulfill the minimum requirements set by I/E, PolyU:</p> <ul style="list-style-type: none"> - 70% attendance - Attain "Pass" (grade C with 50%) in both continuous assessment and examination <p><i>Note: Weighting for assessments – Continuous Assessments (60%) and Examination (40%).</i></p>	<p>You must fulfill the minimum requirements:</p> <ul style="list-style-type: none"> - 70% attendance - Attain "Pass" (grade C with 50%) in the overall grade <p><i>Note: Weighting for assessments – Continuous Assessments (60%) and Examination (40%).</i></p>