

Executive Certificate in Digital and Social Media Marketing

數碼與社交媒體市場推廣 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
Module 3	Strategy Development, Implementation, Practices and Evaluation of Digital Marketing.

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

Module 3: Strategy Development, Implementation, Practices and Evaluation of Digital Marketing

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.



CONTENT

Unit 1: Digital Marketing Strategy

- Digital Marketing Strategies and Frameworks
- The Internet and the Marketing Mix

Unit 2: Integrated Approach of Digital Marketing

- Integrated Digital Marketing Approach
- The role of Content Marketing

Unit 3: Implementation, Practices and Evaluation of Integrated Digital Marketing

- Creating Online Customer Experience
- Campaign Planning for Digital Media
- Marketing Communication with the Right Digital Media Channels
- Trust, Engagement and Conversions
- Metrics and Key Performance Indicators
- Evaluation, Analytics and Improvement of Digital Channel Performance
- B2B vs B2C Digital Marketing

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.

LECTURERS

Prof. Ken FONG 方健僑教授 (Programme Leader) DBA, MSc, MBA, BSSc, FCIM, FPVCSB, Chartered Marketer. CITP



Prof. 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. Ryan LAU 柳俊江先生



Ryan Lau Chun Kong was a well-known Journalist in Hong Kong. He was working as reporter and anchor for mainstream TV station from 2002 until 2010. He was on the frontline covering major news in Hong Kong, China and elsewhere in the world. Leaving the newsroom in 2010, Ryan continued his interest in politics and become a commentator on TV. He is also developing his creative works on commercial directing and movie industry.

Mr. Ralph SZETO 司徒廣釗先生



Ralph is one of the founders and Managing Partner of a digital and social media communications consulting company called CMRS Digital Solutions Limited in Hong Kong. He is actively joining various industry organizations and is currently the Vice Chairman of HKAIM and the Consultant of The Boys' and Girls' Clubs Association of Hong Kong, Caritas Hong Kong and Radio Television Hong Kong (RTHK).

Mr. Vincent TSUI 徐緣先生



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.

GUEST SPEAKERS

Mr. Ricky CHU 朱偉傑先生



Ricky Chu is a pioneer on mobile marketing and a successful entrepreneur in new digital media business in the region. In 2003, he founded Gravitas Limited, which pioneered the Mobile Marketing Industry in Hong Kong. In the last decade, Mr. Chu has initiated over 2,000 successful mobile campaigns for 200+ brands of Fortune 500 companies, multinational corporations and renowned local groups in the region.

Ms. Queenie CHUNG 鍾麗容女士



Queenie Chung has over 15 years of experience in customer service and online marketing experience. Since 2001, she has joined UDomain Web Hosting Company Ltd and has been in-charge of sales, marketing and customer service departments. Prior to joining UDomain, she was appointed as an Operation Manager of the Hong Kong's major auction site.

Ms. Salina GHAFUR 陳敏欣小姐



Salina Ghafur as Head of Marketing, has joined Sina Hong Kong Limited since 2002. She oversees all corporate marketing campaigns and public relations for Sina HK. She also leads the marketing communications and business development for Sina Weibo in Hong Kong region since its launch in 2010.

Mr. Kevin SHE 時景恆先生



Kevin introduced the mini storage concept to Hong Kong, launching SC Storage in 2001. It is the biggest storage service provider in Hong Kong, with 18,000 rooms in 56 different locations providing storage, transportation, mail delivery and small offices services.

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