Professional Certificate in Design Management: Design Research and Branding (120hrs) 65024C

To raise the standard of the design industry, there is a growing need for design professionals with management knowledge and abilities.

The course aims to develop professionals' understanding of strategic design management, connecting the key issues of quality processes, marketing with cultural economy and logical thinking. The course focuses on design research and branding to augment creative thinking and solutions, and apply strategic and effective management processes.

This course is interdisciplinary and is appropriate for professionals aiming to be in leadership and management roles as well as for entrepreneurs.

Upon successful completion of the following course, students will receive the award of the *Professional Diploma in Design Management.* Please see each course for details and schedule.
- Professional Certificate in Design Management: Strategy, Culture and Business (120 hours, Fee: $16,350)
- Professional Certificate in Design Management: Design Research and Branding (120 hours, Fee: $16,350)

Course Outline

1. Quality Design Management (30 hrs)   Module Code DDP4141Y
   - Basic Quality management theories and practices
   - Quality design planning and workflows
   - Practicing Quality management for design

2. Creative Team Management (30 hrs)   Module Code DDP4142Y
   - Characteristics of creative team
   - Recruitment of creative talents
   - Conflict management and project relationship
   - Creative management for creative team

3. Research for Design Thinking (30 hrs)   Module Code DDP4143Y
   - Identifying the research questions for design thinking
   - Practicing research for new ideas
   - Planning of visual research & data analysis
   - Evaluation for better design

4. Marketing Strategy for InterBrand (30 hrs)   Module Code DDP4144Y
   - InterBrand and marketing strategy
   - Application of online and offline marketing
   - Online demographic research
   - Creation of Global Brand

Duration: 120 hrs
Fees
Full Course: $16,350 (120hrs)
Single Module: $4,500 (30hrs)
Payment, Timetable & Venue: see TIMETABLE & FEES in www.hkdi.edu.hk/peec

Minimum Entry Requirements

5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.

Enquiry

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