

Professional Certificate in Online Advertising (90hrs)

65035C

This course focuses on how to make smart decisions with online advertising channels, virtual environment promotion and effective marketing communication.

The course aims to enhance professionals' ability to apply online advertising strategies to achieve the full range of marketing objectives, utilise social media for advertising and marketing purposes, plan and apply promotional strategies with effective measurement on digital platform.

Successful completion of this course and the other two related Professional Certificate courses will contribute to the award of the *Professional Diploma in Strategic Online Advertising*.

Course Outline

1. Strategy of Online Advertising (30 hrs) Module Code DDP4123Y
 - The nature and models of online advertising
 - Online Advertising targeting strategies and online consumer
 - Pricing of Online Advertising
 - Online marketing strategies

2. Micro Media Advertising and Marketing (30 hrs) Module Code DDP4124Y
 - Introduction of the micro media advertising channel
 - The use of web 2.0 and social media
 - Word of Mouth marketing
 - Creative strategies and applications of Micro Media Advertising

3. Online Advertising Effectiveness Measurement (30 hrs) Module Code DDP4125Y
 - Web measurement
 - Search Marketing Metric & Tactics
 - The connection of search marketing and online advertising's effectiveness

Duration: 90 hours

Fees

Full Course: \$13,650 (90hrs)

Single Module: \$5,000 (30hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in www.hkdi.edu.hk/peec

Minimum Entry Requirements

1. 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; OR
2. A recognized Diploma in relevant areas.

Preference will be given to applicants with working experience in digital marketing and online advertising.

Enquiry

Tel 3928 2777

Fax 3928 2054

Email peec.hkdi@vtc.edu.hk

Website www.hkdi.edu.hk/peec