

Executive Diploma in
STRATEGIC BRAND MANAGEMENT

Executive Certificate in
BRAND MANAGEMENT

Executive Certificate in
BRAND COMMUNICATIONS

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In collaboration with
Hong Kong Brand Development Council

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/>

Executive Diploma in
STRATEGIC BRAND MANAGEMENT MK 43-116-00

Executive Certificate in
BRAND MANAGEMENT MK 43-115-00

Executive Certificate in
BRAND COMMUNICATIONS MK 43-114-00

MK43-116-00 Executive Diploma in Strategic Brand Management comprises two parts:
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Executive Certificate in Brand Management
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- Describe local and global brands and its use in the world of branding.
- Appraise different brand segmentation and positioning strategies for its success and failures.
- Produce plans for brand introduction and development

Executive Certificate in Brand Communications
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- Determine brand elements to successfully launch and build a brand
- Formulate marketing mix programmes to execute a brand in the market
- Plan marketing communication programmes that help leverage the brand



Programme Structure

Executive Certificate in Brand Management:

1. Introduction to the world of brands and branding (15 hours)
2. Brand segmentation, positioning and values (15 hours)
3. Strategic brand management (15 hours)

Executive Certificate in Brand Communications:

1. Building brand equity I: Choosing brand identity and elements (15 hours)
2. Building brand equity II: Designing supporting marketing programmes (15 hours)
3. Building brand equity III: Integrated Marketing Communications strategies (15 hours)

Articulation

Degree holders with this Executive Diploma award are eligible to apply for Napier's MSc in Marketing.

Assessment

- (1) Attend not less than 75% of the classes
- (2) Complete a presentation report (50%) and project presentation (50%)

Entry Requirements

Applicants who have:

- (1) A recognized degree in any discipline; or
- (2) A recognized Associate Degree / a Higher Diploma or equivalent, and at least 2 years of work experience; or
- (3) Professional qualifications / relevant professional qualifications

Applicants with other qualifications and substantial senior level work experience will be considered on individual merits.



Fees

- Executive Diploma is HK\$11,000 (for 6 modules)
- Executive Certificate is HK\$6,000 (for 3 modules)
- Individual module as a short course is HK\$2,200

Mode of delivery

- Part-time, English supplemented with Cantonese

Programme Duration

4 months (one module per month) for each Executive Certificate.

Programme Enquiry

Tel: 2867-8316 Email: exdipbrand@hkuspace.hku.hk

Student sharing



Ms Rose Kow, who works in the apparel industry

Like in any consumer goods' industry, the apparel product and brand have an intertwine relationship which is to manage the product, and understand how to build, sustain, revive and grow a brand. Even though I already hold a Marketing degree from US, and have extensive working experience, I am a strong believer of continuous learning since the world is rapidly changing. This is why I selected the HKU SPACE Executive Diploma Programme in Strategic Brand Management. I found that the class was very interactive and the project very challenging.

ACADEMIC AND PROFESSIONAL QUALIFICATIONS

Academic Institution/ Professional Body	Award received	Date of attendance (From / To)	Full Time / Part time

EMPLOYMENT HISTORY (in chronological order)

Name of Employer	Job Title	Date (From / To)

I learned about this programme from:

Newspaper _____ (please state name of newspaper)

Employer HKU SPACE Prospectus HKU SPACE Website Friends

Other _____

Will your employer pay your course fees? Yes No

Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

Special assistance required Yes No

Please be assured that any personal information you supply will be kept strictly confidential.

Notes

1. Personal Data provided in this form will be used for processing your application for admission, and for registration, academic, administrative, alumni management, research, statistical and marketing purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorized third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by HKU SPACE and the law from time to time. In all such circumstances data will be treated in strict confidence.
2. Applicants are advised to provide all the information requested in the application documents, where applicable, as otherwise the School may be unable to process and consider their applications. Upon enrolment, applicants will be required to submit a recent passport colour photo for student identification purpose.
3. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.
4. When the processing and consideration of all the applications for a particular programme have been completed:
 - (a) the application papers of unsuccessful candidates will be destroyed; and
 - (b) the application papers of successful candidates will be handled by HKU SPACE staff only or by staff of an authorized third party providing services to the School.
5. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to, and to request the correction of, their personal data. Applicants wishing to access or make corrections to their data, should submit written requests to HKU SPACE.
6. All new enrolled students to the School will automatically become a member of the HKU SPACE ALUMNI. You may, however, contact the Alumni Affairs Office if you would like to de-register your membership.

Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
3. I have noted, understood and agreed the contents of these NOTES and HKU SPACE policy on personal data privacy.

Signature

Date

HKU School of Professional and Continuing Education

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate course fee and relevant documents. You can also mail to the "HKU School of Professional and Continuing Education, Pokfulam Road, Hong Kong", specifying "Course Application – Executive Certificate in Brand Management / Brand Communication".
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS if the course will start shortly.
4. If admission is on a first-come, first-served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, then this receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant subject area.
7. Fees paid are not refundable except as statutorily provided or under very exceptional circumstances.
8. the application fee of \$150 is non-refundable.
9. Mounting of each programme intake is subject to sufficient enrolment and solely at the discretion of the School.

Application Procedure

Application forms can be obtained from:

- (i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111 Fax: 2559 4666
- (ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong
Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 p.m.
Saturdays: Closed
Telephone: 2975 5680 Fax: 2546 3538
- (iii) HKU SPACE Fortress Tower Learning Centre
14/F., Fortress Tower, 250 King's Road, North Point
Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: Closed
Telephone: 3762 0888 Fax: 2508 9349
- (iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong
(Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000 Fax: 2214 9493
- (v) HKU SPACE Kowloon West Campus
G/F., 38-46, Nassau Street, Mei Foo Sun Chuen
(Phase 6), Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000 Fax: 2302 1609
- (vi) HKU SPACE Kowloon East Campus
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222 Fax: 2305 5070
- (viii) HKU SPACE Po Leung Kuk Community College
(HPCC) Campus
1/F, HPCC Campus, 66 Leighton Road, Causeway Bay,
Hong Kong
Weekdays: 9:00 am to 5:30 pm
Saturdays: Closed
Telephone: 3923 7171 Fax: 3923 7188

Complete and return the application form in person to the above addresses. The application form must be accompanied with:

- (a) A non-refundable application fee of HK\$150.00 (Cheque should be crossed and made payable to "HKU SPACE") to be submitted with the application for enrolment. The application fee will be used to cover the cost of processing and is non-refundable.
- (b) Photostat copies of I.D. Card/relevant certificates/transcripts. (Please bring original certificates/official transcripts for certification at HKU SPACE Centres)

THE UNIVERSITY OF HONG KONG
SCHOOL OF PROFESSIONAL AND CONTINUING EDUCATION

College of Business and Finance
34/F United Centre, 95 Queensway, Admiralty, Hong Kong

