



# Professional Certificate In Practical Digital Marketing

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



Course duration in 5 weeks



Net course fee HK\$2,500 after max. 80% CEF subsidy



Well-rounded digital marketing content

 Application Deadline: **28 OCT 2019**

## Dates & Venue

Time : Tue & Thu 7 pm – 10 pm  
Date : Nov 11, 13, 18, 20, 25, 27  
Dec 2, 4, 9, 11  
Exam Date : Dec 18  
Venue : Flat 1201, 12/F, Fortress Tower,  
250 King's Road, North Point, HK

## Course fee

**HK\$ 12,500**

Net course fee HK\$ 2,500 after max 80% CEF subsidy

\*One-time full payment or on an equal monthly installments

## Course content

**1** · Digital Marketing Overview  
· Market Trends  
· E-Mail Marketing

**2** · Search Engine Optimization (SEO)  
· Search Engine Marketing (SEM)

**3** · Website Development  
· E-Commerce

**4** · Practical Search Engine Marketing (SEM)

**5** · Display Marketing  
· Mobile Marketing

**6** · Practical Facebook Marketing  
· Practical Instagram Marketing

**7** · Content Marketing  
· Big Data  
· YouTube Marketing

**8** · Practical Facebook Marketing 2  
· Practical Instagram Marketing 2

**9** · Online Shopping  
· Online Payment

**10** · Practical Google Analytics (GA)



# 數碼營銷實戰專業證書

## Professional Certificate In Practical Digital Marketing

### Course Objectives

- In this course, theory and practical skills are integrated. Students will get a thorough understanding of various concepts, knowledge and techniques of digital marketing; master the multiple practical skills knowledge; cultivate their independent learning skills and, to a certain extent, become a self-motivated lifelong learner, to act proactively and make informed decisions in an ever-changing business environment.
- Practically, students will be updated and taught the basic functions, merits, strategy and specific techniques of various tools in digital marketing as to display advertising, search engines marketing, mobile advertising, social media promotions, web-site management, e-commerce, shopping cart etc. and to the know-how of their application for effective marketing. Throughout the course, students will come across different cases in depth for discussion, to put theories and techniques into practice.
- Upon Completion of the course, students will be able to apply and manage tools of digital marketing medium flexibly. To a certain extent, they will become able to comprehend, analyse and utilize information to develop and execute creative digital marketing campaigns.

### Target Participants

Participants can be University student, entry to middle level executives or even start-up and SME who are new to marketing, with a particular interest on learning how to expand business and engage customers through digital medium.

### Admission Requirements

- Completion of F.5; or Mature candidates of age 18 and above with one year of working experience of any industries; and
- Basic ability to use the computer for word processing, email and internet surfing.

### Attendance and Assessment

Participant should attend a minimum of 7 out of 10 classes and obtain at least 50% in the final examination in order to satisfactorily complete the course.

### Course Fee

One-time full payment or, on an equal monthly installments

### Award Certificate

A student who has satisfied all the requirements will be awarded the "Professional Certificate in Practical Digital Marketing".

### Lecturer

#### Ms Christina Tam

Ms.TAM has 15-years extensive working experience in digital marketing, product management and business development, with strong specialities in digital marketing, e-commerce and ICT. She is an all-rounded marketing professional with acute business sense and has gained the best management practices and market inspirations from the top brands and leading MNCs such as HKT, SmarTone, PCCW Media, Yahoo! Asia, Siemens, TVB International and CSL. She is an ICT, telecom and Internet veteran in innovation as she has worked closely with sales, marketing, product and technical teams for delivering business KPIs and revenue target. Ms.TAM has degrees in Computer Science and MBA from UCLA and Chinese University of Hong Kong. She has 15-year lecturing, programme design and course development experience, and has been teaching Digital Marketing and E-Commerce in leading educational institutions to share her knowledge and working experience.

#### Mr Horace Lui

Young, energetic, and innovative, Mr. Horace Lui has attained a Bachelor of Science Degree in Economics at University of Leicester. In addition, he is also a qualified Google Partner and Google Educator. As a knowledgeable and experienced Business Development Executive of a renowned digital marketing agency, Mr Lui has been working as a professional in the digital marketing for years, with strong expertise in Google AdWords, Google Analytics, Facebook and Instagram Marketing, Google Display Networks (GDN) Banner Ads, and Forum Seeding, etc. He has collaborated with famous brands like Eco Ring, Esprit, The Groom Shoes Repair & Polish, etc. With lecturing experience specializing in Practical Training, Mr Lui is undoubtedly an outstanding lecturer who is best known for his humorous, interactive, vivid teaching style. He always uses real life examples to inspire students, adjusts his teaching methods according to the students' needs, and equip students with precise, practical digital marketing skills through digital marketing trial campaigns.

\*The Office of the Continuing Education Fund does not have record of registration of this course under the Qualifications Framework