

Executive Diploma in Digital Marketing 數碼市場推廣 專業行政文憑課程



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INDUSTRY SERVING INDUSTRY

The HKMA's programmes are organized to meet the practical needs of companies and individuals. Based on our close ties with the business community, programme ideas are generated through industry experts. Management Committees, which comprise local business leaders, play an advisory role to ensure that our programmes are relevant to evolving business needs.

The **Marketing Management Committee** advises the HKMA on the **Executive Diploma in Digital Marketing**. The following individuals serve on the Committee in their personal capacity*:



(Committee Chairman)

Mr S K Cheong

Executive Director and General Manager
Television Broadcasts Ltd



Ms Rosetta Fong

Group Vice Chairman and
Executive Director
Convoy Financial Services Ltd



Ms Randy Lai

Managing Director, Hong Kong
McDonald's Restaurants (HK) Ltd



Mr Bruce Lam

Chief Marketing Officer
CSL Mobile Ltd



Mr Patrick Lee

Chief Executive Officer
North Asia and China
Inchcape Hong Kong



Mr Vincent Leung

President
SKECHERS Hong Kong Ltd



Mr Edmund Mak

Executive Director and
Chief Executive Officer
Bossini International Holdings Ltd



Mr Stanley Sun

Managing Director
Fuji Photo Products Co Ltd



Mr Larry Sze

Chief Executive Officer
Gilman Group



Mr Kent Wong

Managing Director
Chow Tai Fook Jewellery Group Ltd



Ms Jeny Yeung

Commercial Director
MTR Corporation Ltd



Mr Robert Young

Member
Marketing Management Committee



Mr Titus Yu

Senior Regional Director
Prudential Hong Kong Ltd

* The composition of the Committee and personal particulars of its members are subject to change. The list may not be exhaustive.

EXECUTIVE DIPLOMA IN DIGITAL MARKETING

數碼市場推廣專業行政文憑課程



INTRODUCTION

This is the “Digital and Social Media Age” - there have been a lot of discussions about how digital and social media impact marketing and businesses; yet, so many businesses are still not quite sure of how to leverage digital and social media or even decipher if digital social media is right for them.

In the course, instructors will lead participants to explore the landscape and future of digital and social media marketing (also commonly known as i-Marketing) as well as their positive and negative impacts on businesses and marketing for businesses. Most importantly, this course will share with the participants of the gist of the core digital and social media tools in Hong Kong, how to leverage them for better brand building and greater sales, and how to determine the social media returns on investments.

WHY STUDY THIS COURSE?

Ability to fathom the essence of digital marketing can help you get breakthroughs in your career and business. Taught by experienced digital marketing experts, this course covers well-rounded digital marketing topics from website to e-commerce, social commerce, email marketing, display, search, mobile and social media, with concepts, practical guidelines, real case studies and useful tips to help you grasp the know-how of digital marketing in a short time.

This course is specially designed for marketers with operational responsibilities or aspiring middle managers who wish to build on their knowledge and further develop their digital marketing skills and expertise/knowledge.

EXPECTED LEARNING OUTCOME

Upon completion of the course, students will be able to learn:

- Know-how of building brand, growing business and connecting with customers via various digital marketing media;
- Critical successful factors in e-commerce and social commerce, and an effective website; and
- Valuable digital marketing lessons from real case studies.

FEE

HKMA Member: HK\$9,300

Non-member: HK\$9,900

Group Discount: HK\$300 each

(For two or more participants making payments on this course together)

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LANGUAGE MEDIUM

The programme will be delivered in Cantonese, and the course material will be in English.

LECTURERS

Mr Pen Kwok (Module 1)

Pen is the Chief Consultant of APlus Digital Academy with more than 20 years of experience in the digital industry. He provided consulting and training services to corporates and innovative technology startup companies in HK, including Chun Wo Group, MTR, Robotics Cats@HKSTP, St John Ambulance, Royal England Safe Deposit Box, acesobee, Sales Catalysts, Far East Vault, etc., facilitating them to maximize the return on investment in digital technologies.

Prior to APlus, Pen played leading role in transforming the digital business at Sony, South China Morning Post, and Dragon Air, through adopting new digital technologies – digital marketing, social media, eCommerce, SEM/SEO, data analytics, VOD/OTT, information security solutions etc.

In the early days of his career, Pen worked at the largest corporate ISP in HK – LinkAGE Online – providing corporate services including: Internet infrastructure, firewall, website development, online shopping system to blue chip organizations like Hong Kong Jockey Club, Cathay Pacific, Park'n Shop, HKU, Bank of East Asia, and HK Government etc.

Pen studied Computer Engineering at the University of Hong Kong. He holds the certificates of Google Ads Search and Google Analytics. Pen is also a Certified Trainer of Everything DiSC® by Wiley - the leading personal assessment tool used by over 1 million people every year to improve work productivity, teamwork and communication.

Mr Douglas Li (Module 2)

Douglas is an expert in the industry best known for his creativity and acute business sense. He specializes in digital marketing, e-commerce, brand building, new product development and project management. Over the past 20 years, he had been leading and managing an accumulated total of over ten million dollars in marketing, brand building and new product development projects for companies in Hong Kong, such as former Wharf T & T, PCCW and France Telecom Group, to name a few.

Douglas graduated with Master degree in Marketing Management (Macquarie University, Australia) and Master degree in Electrical Engineering (University of Sydney, Australia) and has extensive teaching experience in management, digital marketing, ecommerce, customer relationship management and marketing communications subjects with leading education institutes. He has also conducted numerous corporate training services for blue chips and multi-national companies such as RE: SOURCES China, Publicis Groupe (World's 3rd largest Marketing Communications Group), ESPRIT and COL Limited.

Dr Jeffrey Phoenix Hui (Module 3)

Dr Jeffrey Hui, a leading strategic i-Marketing and education expert in the region, is currently Managing Director of InnoSights Limited and former Chairperson of Hong Kong Institute of Marketing (HKIM).

A well-rounded marketing and training professional, Jeffrey has served at various top-notch organizations, including P&G, Cathay Pacific, TVB, RTHK, The Chinese University of Hong Kong and King's Glory Education over the years.

As an experienced marketing and training consultant, Jeffrey has been invited to conduct a vast range of training, workshops and talks (over 1,000 sessions) and to provide consulting services to various high-profile corporations, including: Google, L'Oreal, Gillette, GSK, 3M, Pfizer, Nestle, HSBC, UBS, Deloitte, Cathay Pacific, Inchcape and the New World Group, etc.

Apart from the above, Jeffrey has also lectured in a number of tertiary institutes in Hong Kong. Delivering an outstanding level of teaching and training quality, he was elected as "The Best Lecturer of the Year" (ranked 1st among 104 university lecturers from The Hongkong Polytechnic University). In 2014, Jeffrey was appointed as Adjunct Professor in Marketing by Guangdong Food and Drug Vocational College.

Jeffrey has also authored and co-authored several top-selling books on branding, marketing, strategies and management, including: "Winning Marketing Strategies" (《贏銷策略——打造品牌必讀 50 例》), "Talks with CXOs" (《商識滿天下——香港商管翹楚 30 訪》), "Let Our Brands FLY!" (《讓品牌「飛」!——策略社交媒體、網絡營銷實戰秘笈》)*, "Super Brand Links" (《品牌超連結——十大 Marketers 成功實學》)* and "i-Marketing 0 and 1" (《贏銷 0 與 1》)* (*NO. 1 Finance and Business Category Bestseller at Eslite 誠品書店).

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Module 1. Digital Marketing Overview, Website & E-Commerce, and Email Marketing

Aims

- * To gain an overview of various types of digital marketing and its marketing trend;
- * To learn the features, benefits and know-how of managing website, E-Commerce, and email marketing;
- * To learn the digital marketing best practices with the support of real life business cases.

Contents

A. Digital Marketing Overview

- a. Overview of various types of digital marketing
 - i. SEM/PPC/SEO
 - ii. Social Media
 - iii. Video
 - iv. Display
- b. Common terminologies of digital advertising
- c. O2O integration
- d. Digital marketing trend

B. Website Management

- a. Tips for a successful website
- b. Review and identify areas for improvement of your company website
- c. Key performance metrics
- d. Search engine optimization (SEO) for Google analytics

C. E-Commerce

- a. Hong Kong online shopping market and forecast
- b. Planning for a successful E-Commerce business
 - i. Building your own online shop vs Online marketplace (Amazon / HKTVMall)

- ii. Payment system
 - iii. Logistics
 - iv. Customer Service
 - v. Membership system
 - vi. Global online shopping case studies
- c. Sales funnel

D. Email Marketing

- a. Email marketing DOs and DON'Ts
- b. Design and craft your email
- c. How to write effective subject line and content for eDM?
- d. Build, buy or rent email list?
- e. How to select a eDM service provider
- f. Key performance metrics

E. Setting up a successful digital advertising campaign

- a. Determine your business goal
- b. Choose the correct digital advertising channels
- c. Optimize your advertising budget
- d. Implement Google Analytics to measure and evaluate your results

Module 2. Online Display Advertising, Mobile Marketing and Search Engine Marketing

Aims

- * To learn the features, benefits and know-how of managing Search Engine Marketing, Display Advertising and Mobile Marketing campaigns.

Contents

A. Search Engine Marketing

- Basic search engine knowledge & knowing how it works
- Difference between Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
- Building SEM campaign – understanding keywords, ad title & texts, landing page, ad guidelines, etc...
- How quality score or index works in SEM?
- Pricing, ad ranking & budget management
- Evaluate & optimize the campaign performance
- Search in cross devices

B. Display Advertising

- Understand display advertising
- Building display advertising campaign – Understanding various targeting methods, ad formats, pricing options, etc...

- Leverage audience data in display advertising
- Evaluate & optimize with Web analytics tool
- Best practice in display advertising

C. Mobile Marketing

- Understand the Mobile Ecosystem, user behavior & marketing opportunity
- Mobile presence – Mobile Site v.s. Mobile App, how to decide?
- Building mobile campaign – understanding the In-Apps advertising opportunity, ad formats, pricing options, etc.
- Driving apps download – app store optimization
- Best practice in mobile marketing
- The future of mobile

Module 3. Social Media

Aims

- * To learn the features, benefits and know-how of managing Strategic Social Media Marketing, Content Marketing and Omni-channel Marketing.

Contents

A. Overview of Social Media Marketing

- What's "social media marketing"?
- Various types and forms of social media
- The latest social media landscapes
- The most popular social media platforms in the new marketing world
- The core roles of social media marketing in the new age
- The evolution of "power hubs" of marketing and their implications to social media marketing
- The Social Media Long Tail
- The latest trends in social media marketing

B. Strategic Social Media Marketing in the New Age

- The Consumer Decision Journey (CDJ) in the social media world
- The 6-steps to High-impact Social Media Marketing
- Understanding your ONLINE CONSUMERS and Understanding your CONSUMERS ONLINE
- Consumer Life-cycle Management in the social media age

C. Social Media and Strategic Content Marketing

- The strategic roles of content marketing
- Different types and levels of content marketing
- Strategic content marketing
- Building your strategic "content pillars"
- Building and engaging your "super fans" with content marketing
- The 10 Golden Laws of Content Marketing
- Best practices and winning cases for strategic content marketing

D. Social Media and Strategic Omni-channel Marketing

- The strategic roles of Omni-channel marketing
- Single-channels, multi-channels, cross-channels and Omni-channels
- O2O Marketing VS Omni-channel Marketing
- The SoLoMo model
- The Paid-Owned-Earned Model
- Social media and the Integrated Digital Marketing (IDM) approach
- Best practices and winning cases for strategic Omni-channel marketing
- Key drivers of strategic Omni-channel marketing

SATISFACTORY COMPLETION OF A MODULE

A minimum of 4 out of 5 sessions is required for satisfactory completion of a module. Students must also obtain at least 50% in the final project of a module.

AWARD

A student who has satisfied all the requirements and completing all three modules will be awarded the Executive Diploma in Digital Marketing.

ENQUIRIES

For this course details:

Ms Shirley Chan: 2774 8569

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