



PROFESSIONAL DIPLOMA IN

# MARKETING COMMUNICATIONS



**HK** THE HONG KONG  
**MA** MANAGEMENT ASSOCIATION



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## THE PROGRAMME

### INTRODUCTION

The basic concept of Integrated Marketing Communication (IMC) is the coordination of an organization's advertising and promotional efforts by determining the most effective way of informing, persuading and reminding customers, and reinforcing attitudes and perceptions on customer relationships with brands, services or organizations. In short, it helps identify and acquire prospective customers, retain and expand current client-tile, support the sales channel, and create brand images.

The Programme equips participants with current theories, research and practice of marketing communications, which enhances their job effectiveness, professional competence and self-confidence, and thereby improving their career advancement prospects.

### OBJECTIVES

- Introduce participants to the current theories, principles and frameworks used in IMC as they pertain to the development of promotion mix
- Introduce participants to the main promotional tools of advertising, public relations, sales promotion, personal selling, direct marketing and online marketing
- Provide an analytic framework for developing the marketing communications component of marketing strategies and the opportunity to apply this analytic framework to promotional strategies within the Hong Kong marketplace

### LEARNING OUTCOMES

Upon completion of this programme, you should be able to:





- Obtain an insight into each of the tools (advertising, public relations, sales promotion and direct marketing) in the promotion mix, both individually and collectively from an IMC perspective
- Explain the process and appreciate the importance of integration as it applies to the promotional mix
- Discuss current trends, theories and frameworks used in IMC, noting management, international and ethical issues
- Develop a marketing communication strategy for a given set of conditions and product/service category, and justify all aspects of the strategy

### DESIGNED FOR

The Programme targets not only communication executives who want to sharpen their professional skills and knowledge, but also those seeking advancement in the marketing field and pursuing careers in various communications positions.

## PROGRAMME STRUCTURE

The programme consists of seven modules; with a diploma being awarded upon successful completion of the course.

FIRST TERM		
MCO1  Overview of Integrated Marketing Communications		MCO2  Marketing Communication Strategy
SECOND TERM		
MCO3  Brand Message Strategy and Media Management		MCO4  Public Relations
THIRD TERM		
MCO5 Direct Marketing and Sales Promotion	MCO6 Advertising	MCO7 Management Report - IMC in Action



The course has been included in the list of reimbursable course for CEF purposes.

## ADVANCEMENT PATH

PDMCO graduates are eligible to apply for the following programmes:

### Master's Degree

- **Master of Management (Financial Management / Management / International Management / Marketing Management / Logistics & Operations Management / People and Performance)** Reg. 211070  
**Articulation via successful completion of Postgraduate Diploma for PD graduates** Reg. 211318 **(18 months)**  
Macquarie Graduate School of Management, Sydney
- **Master of Business** Reg. 211205 **(within 15 months)**  
The University of Newcastle, Australia
- **MBA** Reg. 251861 **(2 years, Chinese & English class)**  
University of Wales, UK

### Bachelor's Degree

- **BA(Hons) Business Studies (Business Studies / Finance / Human Resource Management / Logistics / Marketing / Tourism)** Reg. 252020 **(1 year)**  
University of Greenwich, UK
- **BA(Hons) (Human Resource Management / Marketing Management / Global Business & Logistics Management / International Business)** Reg. 251921 / 251923 / 251920 / 251922 **(1 year)**  
University of Huddersfield, UK
- **BA(Hons) (Business Management / Tourism Management / Leisure Management)** Reg. 251883 / 251885 / 251884 **(3 years, Chinese & English class)**  
University of Wales, UK
- **Bachelor of Science in Business Administration (Business Management / Property & Facilities Management / Risk Management / Sales & Marketing Management / Sports & Recreation Management / Tourism & Hospitality Management)** Reg. 271560 **(1.5 years)**  
Bulacan State University, the Philippines

Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

\* Registration in progress

## ADMISSION REQUIREMENTS

Applicants should fulfil the following requirements:

1. Be secondary school graduates
2. Possess 2 or more years' working experience; AND
3. Have a reasonable command of written/spoken English

## EXEMPTION

Applicants who have completed equivalent programme(s) offered by the HKMA or other institutions can apply for exemptions for up to 2 modules (Management Report is a non-exempted module) before the programme commences. Exemption application will NOT be accepted after the course has commenced.

## FEE (each module) - payable by 3 instalments

	Term 1	1st instalment	2nd instalment	3rd instalment
HKMA Member:	HK\$2,850 x 2 modules	HK\$1,900	HK\$1,900	HK\$1,900
Non-member:	HK\$2,980 x 2 modules	HK\$1,988	HK\$1,986	HK\$1,986

Application Fee: HK\$200

\* Participants enrolling in module(s) / programme(s) commencing next year can enjoy the member rate only if they continue to subscribe for the HKMA membership the following year.

## LANGUAGE MEDIUM

Cantonese (Supplemented with English)

Course materials, mid-term assessments and final examinations will be in English.

## SYLLABUS

The programme is developed and structured in a way that allows participants to build a robust understanding in marketing communications in a systematic approach.

Modules one and two give a comprehensive overview of IMC elements and strategies; Module three provides knowledge of brand message strategy and execution; Modules four to six introduce the four key disciplines of marketing communications and their derivatives; and the final Module provides participants with an opportunity to put what they have learned into action.

### **MCO1. Overview of Integrated Marketing Communications**

Key concepts:

- IMC perspective to marketing communications
- Key elements and functional areas of marketing communications
- Organizational challenges in IMC planning

The module introduces participants to the study of integrated marketing communications (IMC) by exploring the key IMC components, assessing its value to marketers, and discussing how it can be applied in the marketplace. Ethical issues and the steps taken by the government and industry associations to regulate marketing practices are also addressed.

### **MCO2. Marketing Communication Strategy**

Key concepts:

- How brand communication works
- Consumer insight and response to marketing communication strategies
- IMC planning

The module reviews the components of a promotion opportunity analysis. It demonstrates the significance of segmentation strategies in both the consumer and business-to-business markets; explores how marketing activities create both corporate and brand images; and looks at the decision-making process and the influencing factors. Difference between consumer buyer behaviour and organizational buyer behaviour is also discussed.

### **MCO3. Brand Message Strategy and Media Management**

Key concepts:

- Creative message strategies
- Message execution
- Effective use of different types of media

The module equips participants with the skills of formulating creative message strategies and discusses how to execute the message through effective use of media. It provides an understanding of the functions of different media within the marketing mix and communication mix; as well as the process of media selection, planning and measuring effectiveness.

## **MCO4. Public Relations**

Key concepts:

- Role of public relations
- Event and sponsorship marketing
- Public relations planning and programming

The module builds an awareness and understanding of the role of public relations in relation to the many different publics with which an organization is concerned. It equips participants with the knowledge and skills required for public relations planning and programming, and provides the concepts needed to practise public relations in a global business environment. Event and sponsorship marketing, as well as other specialist areas of public relations activity are also discussed.

## **MCO5. Direct Marketing and Sales Promotion**

Key concepts:

- Role of direct marketing
- Role of sales promotion
- Planning of campaigns
- Legal aspects and constraints

The module provides participants with an understanding of the disciplines and techniques of direct marketing and sales promotion at an operational level. It enables participants to structure and implement direct marketing and sales promotion campaigns to meet defined objectives. The legal issues of applying database and other digital technologies in the campaigns are also addressed.

## **MCO6. Advertising**

Key concepts:

- Role of Advertising
- Planning process and techniques
- Research and methods for measuring effectiveness

The module explains the function of advertising within the marketing mix and communications mix; introduces the nature of the advertising industry and the relationship between client, agency and media; provides knowledge of the planning process and techniques of advertising; and enables participants to consider advertising issues in an integrated way. Research and methods for measuring the effectiveness of advertising are also included.

## **MCO7. Management Report – IMC in Action**

The Management Report allows participants to demonstrate their ability in applying their knowledge and skills to a real situation, usually within their own organization or based on a new business idea. Under the guidance of a supervisor, participants are required to

- Devise a budgeted and time-scaled IMC plan; OR
- Review the different methods available for evaluating marketing messages, stressing the importance of matching different evaluation methods with specific IMC objectives, and discuss how integrated marketing programmes can and should be evaluated.

*Course contents of all modules are subject to change if required without prior notice.*

## COMPLETION OF A MODULE AND AWARD OF DIPLOMA

### Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Participants must obtain an aggregate of 50% at least in the mid-term assessment and the final examination. For the management report, the participant is required to achieve a pass grade in the report.

### Completion of the Professional Diploma in Marketing Communications (PDMCO) Programme

Completion of the PDMCO Programme requires a student to pass the continuous assessments and final written examinations of all seven modules after initial registration in three consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Marketing Communications.

### Unsatisfactory Performance in a Module

On failing any one module at the first attempt, the student may sit once only for the remedial examination in the following term by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees.

However, the maximum time for participants to complete the whole programme is 2 years.

## REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

**Name of Institution:** HKMA      **CEF Institution Code:** 300      **CEF Course Code:** 21Z073583  
**CEF Course Title:** “Overview of Integrated Marketing Communications”; “Marketing Communication Strategy”; “Brand Message Strategy and Media Management” & “Public Relations”  
**(modules of the Professional Diploma in Marketing Communications)**

These four modules have been included to be reimbursable under the CEF. Participants **MUST** submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

## ENQUIRIES

To make enquiries, please call 2774-8501/2774-8500 (Customer Service Department) during normal office hours.

Fax: 2365-1000      Website: [WWW.HKMA.ORG.HK](http://WWW.HKMA.ORG.HK)      Mobile Website: <http://www.m.hkma.org.hk>

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