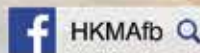


## Professional Diploma in Marketing & Retail Management 市場及零售管理專業文憑課程

With effect from 1 April 2019, CEF subsidy ceiling would be increased from \$10,000 to \$20,000 per applicant.



# 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 **Professional Diploma in Marketing and Retail Management**. 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



**Prof T S Chan BBS**

Shun Hing Chair Professor of  
Marketing  
Lingnan University



**Ms Rosetta Fong**

Chief Executive Officer  
Convoy Financial Services Ltd



**Ms Randy Lai**

Managing Director, Hong Kong /  
Regional Manager, Taiwan  
McDonald's Restaurants (HK) Ltd



**Mr Bruce Lam**

Chief Marketing Officer  
CSL Mobile Ltd



**Mr Vincent Leung**

President  
SKECHERS Hong Kong Ltd



**Mr Paul Pei**

Executive Director, Hotel & Hospitality  
Ocean Park Corporation



**Mr Stanley Sun**

Managing Director  
Fuji Photo Products Co Ltd



**Mr Larry Sze**

Chief Executive Officer  
Gilman Group



**Ms Jeny Yeung**

Commercial Director  
MTR Corporation Ltd



**Mr Robert Young**

Executive Committee Member  
Hong Kong Housing Society



**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.

# THE PROGRAMME

## INTRODUCTION

Today, tourism and retail industry has become one of the major economic sectors of the economy of Hong Kong. This fast-growing industry is seen as a critical strategic area that will become even more important in the years ahead as the pace of economic growth of the Mainland continues and numbers of visitors from the Mainland increases. The successful retailers of the future will be those who possess marketing skills and knowledge of retail management and can adapt to environmental changes and also get adjusted to rapid and somewhat unpredictable changes in the consumer market.

## OBJECTIVE

To provide systematic training to middle-level and front-line executives in the field of marketing and retail management as Hong Kong has evolved to become a major shopping destination for visitors from Mainland China.

## DESIGNED FOR

The programme is suitable for operational and specialist managers in the marketing and retail field. They are likely to be middle-level managers and aiming to enhance their present knowledge and implement new skills and techniques within their organizations.

## STRUCTURE

The diploma is a part-time programme. It includes seven modules, one of which is a management report. Apart from the report, each module consists of 10 sessions, comprising in total 30 hours. The six taught modules will comprise 180 hours. The curriculum is designed to develop a thorough knowledge of marketing and retail management in both theoretical and applied dimensions. The report helps to consolidate learning with on-the-job application. Case studies, group presentations and discussions will be used to facilitate learning.

## ADMISSION REQUIREMENTS

Applicants should fulfil the following requirements:

1. be secondary school graduates (Form 5);
2. possess 2 or more years of working experience;
3. have a reasonable command of written/spoken English

## LANGUAGE MEDIUM

Cantonese (supplemented with English)

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

## FEE (each module : HK\$3,280) - payable by 4 instalments

Term 1 HK\$3,280 x 3 modules	1st instalment HK\$2,460 + Application Fee: HK\$200 = HK\$2,660	2nd instalment HK\$2,460	3rd instalment HK\$2,460	4th instalment HK\$2,460
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# PROGRAMME STRUCTURE

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



## YOUR ADVANCEMENT PATH

PDMR graduates are eligible to apply for the following programmes:

### Master Degrees

- **MBA** Reg. 210545  
**via Graduate Diploma of Management** Reg. 211318 **(2.5 years)**  
Macquarie University Graduate School of Management, Sydney
- **MBA (International Business)** Reg. 252208 **(18 months)**  
University of Greenwich, UK
- **MBA** Reg. 252769 **(18 months) (Chinese / English Class)**  
Glyndwr University, UK

### Bachelor Degrees

- **BA(Hons) Business Studies (Marketing / Business Studies)** Reg. 252020 **(1 year)**  
University of Greenwich, UK
- **BA(Hons) (International Business)** Reg. 251922 **(1 year)**  
University of Huddersfield, UK
- **BA (Hons) (Accounting & Finance / Business)** Reg. 252612 & 252613  
**(3 years) (Chinese / English Class)**  
Glyndwr University, UK

*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.*

*The above academic advancement path is subject to changes from time to time. Please visit the HKMA website at [www.hkma.org.hk/pd/pdmr](http://www.hkma.org.hk/pd/pdmr) to get the current information.*

# SYLLABUS

## M1. Marketing Management

### Aims

- To provide students with the knowledge necessary to translate the overall marketing strategy into tactical plans.
- To enable students to make tactical decisions and plans which are consistent with overall strategy.

### Contents

#### A. MARKETING PLANNING

- Overview of Marketing Concepts
- The Process of Marketing Planning
- The Nature and Content of a Marketing Plan

#### B. THE MARKETING ENVIRONMENT

- Microenvironmental versus Macroenvironmental Factors and the Insights for Business Development

#### C. ANALYSING COMPETITORS

- Identifying the Company's Competitors and their Strategies
- Assessing the Competitors' Strengths and Weaknesses

#### D. DETERMINING THE TARGET MARKETS

- Estimating Current and Future Demands
- Market Segmentation, Market Targeting and Product Positioning

#### E. PLANNING THE MARKETING MIX

- Product Classification, Product Mix, Product Line, Product Positioning and Repositioning Strategies
- Pricing Objectives, Pricing Strategies, Pricing Methods, Tactics for Price Setting, Execution of Pricing Decision
- Channel Design, Channel Development, Managing Channel Conflict and Channel Strategies
- Advertising and Promotion Strategies, Sales Force Strategies, Tactical Communication Programme

#### F. MARKETING MANAGEMENT FOR SERVICE INDUSTRY

- Fundamental Differences of Product versus Service
- The Execution of Marketing Management Concepts in Service Industry

## M2. Retail Management

### Aims

- To provide students with the knowledge of strategic management so as to be responsive to consumers and competitive environmental opportunities
- To equip students with the essential management skills for effective merchandising and store operations

### Contents

#### A. RETAIL MANAGEMENT AND STRATEGY

- Market-Share Management, The Process of Strategy Development, Designing the Retailing Market Program
- Financial Objectives, Designing the Retail Financial Programmes

#### B. MERCHANDISE MANAGEMENT: PLANNING AND CONTROL

- Merchandising Goals and Objectives
- Monitoring or Measurement of Merchandising Performance
- Stock Balance, Stock Turnover and Stock Inventory

#### C. MERCHANDISE BUDGETING PROCESS

- Forecasting Retail Sales
- Merchandise Budget Planning
- Stock Planning and Purchase Planning

#### D. OPERATION MANAGEMENT

- In-Store Merchandising and Merchandise Reordering
- Store-Level Receiving and Marking
- Self-Service and Checkout Operations
- Distribution Management

#### E. SPACE PLANNING AND STORE DESIGNING

- Space Allocation and Spatial Environment
- Store Location and Layout
- Physical Characteristics of Merchandise

#### F. RETAIL SECURITY

- Detection and Prevention of Shoplifting
- Handling Shoplifters, Employee Theft, Bad Checks and Bad Credit Cards
- Handling Fire, Public Disorders and Power Failure



### M3. Customer Service Management

#### Aims

- To help students to understand the customer service function and enable them to implement successful customer service
- To provide students with the techniques of training and motivating customer service employees

#### Contents

##### A. SERVICE QUALITY AND PROCESS MANAGEMENT

- Best Practices of Customer Service
- Designing a Service Quality Assurance Programme
- Managing the Internal Service Process

##### B. CUSTOMER RELATIONS AND COMMUNICATION

- Developing Customer Relations and Communication Programmes
- Techniques of Handling Customer Complaint
- How to Turn Customer Complaint Into Business Opportunity

##### C. CUSTOMER SERVICE STRATEGIES AND TOOLS

- Effective Customer Relations
- Customer Service Technology
- Customer Satisfaction Measurement

##### D. MANAGING CUSTOMER SERVICE EMPLOYEES

- Training and Developing Service Employees
- Motivating Customer Service Staff

### M4. Consumer Behaviour

#### Aims

- To provide students with knowledge of consumer behaviour to sharpen the effectiveness of marketing efforts.
- To ensure that all students are aware of the significance of market segmentation and consumer research in marketing planning and marketing mix strategies.

#### Contents

##### A. OVERVIEW OF CONSUMER DECISIONS AND MARKETING INFLUENCE

- Consumer Decision Process
- Consumer Behaviour and Marketing Strategy
- Product Life Cycle and Consumer Behaviour

##### B. A BASIC CONSUMER DECISION MODEL

- Information, Brand Recognition, Attitude, Judgement, Intention, Purchase.

##### C. ANALYSIS OF THE SOCIO-CULTURAL ENVIRONMENT

- Culture and Subcultures, Social Class and Reference Groups, Family and Household Influences, Situational Influence.

##### D. INDIVIDUAL DIFFERENCES AMONG CUSTOMERS

- Consumer Resources, Involvement and Motivation, Knowledge, Attitudes.

##### E. CONSUMER PROBLEM SOLVING AND MARKETING MIX

- Consumer Decision Models and Implications for Practice

##### F. CONSUMER ANALYSIS AND MARKETING STRATEGIES

- Retailing, Consumer Trends, Market Segmentation, Diffusion of Innovations, Global Consumer Markets

##### G. CONSUMER BEHAVIOUR IN THE NEW ERA - IMPACT OF ON-LINE SHOPPING AND E-COMMERCE ON CONSUMERS' DECISIONS

##### H. ENCOURAGING AND STIMULATING REPEATED CONSUMER BUYING - ENHANCING CONSUMERS' LOYALTY AS A WINNING MARKETING STRATEGY IN THE INCREASINGLY COMPETITIVE MARKETPLACE

##### I. CONSUMERS' BEHAVIOURAL DIFFERENCES IN HONG KONG AND MAINLAND CHINA

## M5. Electronic Commerce

### Aims

- To provide students with the insight on using the internet for business purpose
- To help students to familiarise with the tools and techniques of electronic commerce
- To help students to appreciate the legal environment of electronic commerce

### Contents

#### A. INTERNET APPLICATION IN BUSINESS

- The Use of Internet in a Business Environment
- E-commerce
- Types of E-business Interaction

#### B. ELECTRONIC COMMERCE TECHNOLOGIES

- Hardware and Software Used in the Electronic Commerce System
- E-commerce Business Models
- Maintenance of Website

#### C. ELECTRONIC MARKETING

- The Electronic Marketing Mix
- Components of an Internet Marketing Plan
- Tools of Electronic Marketing
- Information Updating on the Website

#### D. LEGAL ISSUES IN ELECTRONIC COMMERCE

- Legal Issues of Running an E-commerce Business
- On-line Contracts, International Issues and Payment Mechanisms

## M6. Business Law

### Aims

- To equip students with the basic knowledge of business law in Hong Kong
- To enable students to recognize the legal components and consequence involved in daily business activities and commercial decisions

### Contents

#### A. THE HONG KONG LEGAL SYSTEMS

- The Hong Kong Legal System, Hong Kong Law and Basic Law, The Law-making Process

#### B. HONG KONG CONTRACT LAW

- The Law of contract; The Elements of a Binding Legal Contract; The Terms of a Contract; Types of Clauses in Contracts
- Discharging and Enforcing Contracts; Types of Business Contracts

#### C. BUSINESS CONTRACT IN THE SALE OF GOODS AND AGENCY

- The Sale of Goods Ordinance, The Control of Exemption Clauses Ordinance; Consumer Protection; Guidelines for Business Contracts
- The Law of Agency

#### D. OTHER SPECIFIC TOPICS

- The Sole Trader and the Partnership
- Introduction to Company Law;
- The Law Relating to Guarantees
- Introduction to Insolvency Law

## M7. Management Report

Submit a Report title



Write the Management Report under the supervision of the report guide appointed by the HKMA

The management report allows students 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, students are required to complete a comprehensive management plan including a logical sequence of analysis, decision rationale, steps of implementation, control and financial projection.

***Course contents of all modules may be 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. Students must obtain an aggregate of 50% at least in the mid-term assessment and the final examination. For the management report, the student is required to achieve a pass grade in the report.

#### Completion of the Professional Diploma in Marketing and Retail Management Programme

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

#### 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.

### EXEMPTION

Applicants who have studied similar courses before can apply for exemptions for up to 2 modules (Management Report is a non-exempted module) of the programme. For details, please contact the Customer Service Department on 2774-8500. The application form for exemption can be downloaded from our website ([WWW.HKMA.ORG.HK/PD/PDMR](http://WWW.HKMA.ORG.HK/PD/PDMR)).

### REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

**Name of Institution: HKMA CEF Institution Code: 300 CEF Course Code: 21F04070-4 CEF Course Title: Professional Diploma in Marketing and Retail Management**

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF. For details, please visit the website: <http://www.wfsfaa.gov.hk/cef> or contact the CEF enquiry hotline: 3142 2277.

### ENQUIRIES

For enrolment and general enquiries, please call 2774-8501/2774-8500 (Customer Service Department)/ Fax: 2774-8503 during normal office hours. For course details, please contact Ms Shirley Chan on 2774 8569.

Website: <http://www.hkma.org.hk/pd/pdmr>  
Training Centres: <http://www.hkma.org.hk/trainingcentre>