

Executive Diploma in Digital Marketing

數碼市場推廣

專業行政文憑課程

9 March - 29 June 2018



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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 be leveraging digital and social media or even deciphering if digital social media are 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 of businesses and marketing for businesses. Most importantly, this course will share the gist with the participants 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?

Able to fathom the essence of digital marketing can help you breakthrough 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 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 specialties.

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 of an effective website, e-commerce and social commerce.
- Valuable digital marketing lessons from real case studies.

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DATES AND TIME

| Modules | Dates & Time |
|--|--|
| Digital Marketing Overview, Website & E-Commerce, and Email Marketing EDDM-80001-2018-1-FC | Friday 7:00 pm – 10:00 pm 9, 16, 23 March; 13, 20 April 2018 Please note that NO class will be held on 6 April 2018 |
| Online Display Advertising, Mobile Marketing, and Search Engine Marketing EDDM-80002-2018-1-FC | Friday 7:00 pm – 10:00 pm 27 April; 4, 11, 18, 25 May 2018 |
| Social Media EDDM-80003-2018-1-FC | Friday 7:00 pm – 10:00 pm 1, 8, 15, 22, 29 June 2018 |

VENUE

Dr Kennedy Y H Wong Management Development Centre
The Hong Kong Management Association
1-6/Fs First Commercial Building
33-35 Leighton Road
Causeway Bay HONG KONG

FEE

HKMA Member: HK\$9,000
Non-member: HK\$9,900
Group Discount: HK\$300 each
(For two or more participants making payments on this course together)

LANGUAGE MEDIUM

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

LECTURER

Ms Christina Tam (Module 1)

Christina has over 15-year intensive working experience in marketing, product management and business development, with particular expertise in digital marketing. She is a well-round marketing professional and has been equipped with acute business sense and the best management practices and market inspirations from the top brands and multinational corporations. She has held senior management positions in leading MNCs across various industries like telecom, online, entertainment, media and advertising.

Christina has degrees in MBA and Computer Science from renowned academic institutions. She has over 10-year of lecturing experience and enjoys teaching digital marketing and e-business courses in leading educational institutes for sharing her knowledge and management experience.

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Mr Isaac Shao (Module 2)

Isaac has over 20-year working experience in sales, marketing and business development, with particular expertise in digital marketing. As working in the Internet business for long time, he has acquired in-depth industry knowledge and solid experience in helping various top advertisers and brands to develop & implement the digital strategy in growing the business. Besides, he has wide exposure in business development in HK, China, and Asia Pacific region. Isaac has held senior management position in a Global Internet Company, and various IT multinational corporations in HK and China.

Isaac has a degree in Business Administration from The University of Hong Kong and a MBA from The Peking University. He frequently shared his knowledge on digital marketing with the industry, and now he would like to share his knowledge and management experience by teaching courses in leading educational institutes.

Dr Jeffrey Phoenix HUI (Module 3)

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

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

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, New World Group, etc.

Apart from these, Jeffrey has also lectured 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). 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).

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, social commerce, and email marketing;
- * To learn the digital marketing best practices with the support of real life business cases.

Contents

A. Digital Marketing Overview

- Overview of various types of digital marketing – digital advertising, partnership marketing, and corporate channels.
- Key metrics of digital advertising
- Designing Effective Website – The Eight Cs
- How to allocate online marketing budget?
- O2O integration
- Digital marketing trend

B. Website Management

- Tips for a successful website
- Review and identify areas for improvement of your company website
- Key performance metrics
- Search engine optimization (SEO) for Google analytics
- Types of website classifications
- Business model and revenue model

C. E-Commerce

- Hong Kong online shopping market and forecast
- Insights from global online shopping studies

- Buyer decision process
- Critical success factors of E-Commerce

D. Social Commerce (Group Buy)

- Business model of social commerce and how it works
- Review key group buying websites
- Key trends of social commerce
- Should you use group buy site to sell your products/services? What are the factors to consider?

E. Email Marketing

- Email marketing DOs and DON'Ts
- Design and craft your email
- How to write effective subject line and content for eDM?
- Build, buy or rent email list?
- Vital questions to ask email list broker
- Key performance metrics

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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

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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 course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax to 2365-1000. For course details, please contact Ms Shirley Chan on 2774-8569.