

Executive Certificate Course on Digital Marketing

28 September - 2 November 2020



EXECUTIVE CERTIFICATE COURSE ON DIGITAL MARKETING

INTRODUCTION

The digital marketing landscape is moving faster than ever before, and it changes the way people live and interact with each other and in business. The rapid growth of digital marketing is a direct consequence of the global phenomenon that is the Internet, with its effectiveness in generating brand awareness and sales revenue, with affordable cost, accurate targeting and thorough reporting.

Throughout this course, participants can get a thorough understanding of digital marketing and advertising solutions. They can learn the features, benefits, strategies, know-how and market trends of website management, e-commerce, group buy, display advertising, search engine marketing, mobile marketing and social media, with real life applications and business cases. Participants can also learn how to use these digital marketing and advertising solutions to develop an effective and engaging online presence. Thereafter, you can start to apply your knowledge for developing digital marketing strategies and implementing campaigns.

DESIGNED FOR

This course is perfect for anybody responsible for planning, managing and implementing digital marketing solutions and campaigns. Typical attendees include marketing executives and managers, digital marketing teams, PR specialists and web marketing consultants. Having said that, participants who are new to marketing, with a genuine interest in learning on how to expand business and engage customer through key digital mediums are also welcome.

OBJECTIVES

- To learn the features, benefits and know-how of managing website, display advertising, search engine marketing, mobile marketing and social media marketing solutions.
- To learn the digital marketing best practices with the support of real life business cases.

AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours;
 2. passed the final project
- will be awarded a "Executive Certificate in Digital Marketing"

LANGUAGE MEDIUM

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

DATES AND TIME

Monday
28 September;
5, 12, 19 October;
2 November 2020
7:00 pm - 10:00 pm

FEE

HKMA Member: HK\$3,300
Non-member: HK\$3,600
Group Discount: HK\$100 each
(For two or more participants making payments on this course together)

VENUE

W Haking Management Development Centre
The Hong Kong Management Association
14/F Fairmont House
8 Cotton Tree Drive
Central HONG KONG



ENQUIRIES

General Enquiry/Membership/Enrolment: 2774-8501 or 2774-8500
Email: hkma@hkma.org.hk
For this course details:
Ms Shirley Chan: 2774-8569
Email: details.cdp@hkma.org.hk
certificate.hkma.org.hk/pdf/EC8014120203F.pdf

Register Now

CONTENTS

A. Digital Marketing Overview

- HK Internet market overview
- Overview of major digital marketing channels:
 - SEM/PPC/SEO
 - Social Media
 - KOL / Influencer
 - Display
 - Email
 - Content Marketing
- Common terminologies and performance metrics of digital marketing
- Digital marketing trend

B. Website Management

- Tips for building a successful website
- Key performance metrics
- Search Engine Optimization (SEO)
- Website design and hosting
- Business models and revenue models

C. E-Commerce

- HK online shopping market and trend
- Insights from global online shopping studies
- Critical success factors of E-Commerce
- Key components of online shop
 - Storefront
 - Shopping cart
 - Payment system
 - Logistics / delivery
 - Customer service
 - Membership system

D. Display Advertising and Remarketing

- Display ad basics
- Key performance metrics
- Ad serving – When, Who and Which
- What is Remarketing
- How to use Remarketing to improve ad performance

E. Search Engine Marketing

- Difference between paid search advertising and search engine optimization (SEO)
- Basics of paid search advertising
- How to setup a paid search campaign
- Tips for creating a performing paid search ad
- How to optimize a paid search ad for better ROI

F. Video advertising and KOL / Influencer

- Youtube and other major video streaming platforms
- Video advertising basics
- Key performance metrics of video advertising
- How to build a successful video channel
- KOL / Influencer

G. Social Media Marketing

- Overview of Social Media Marketing in Hong Kong
- Social Platform Marketing: Facebook and Instagram
- Microblog Marketing: Weibo and Twitter
- Strategic Social Media Marketing Management
- Case Studies: Award Winning Social Media Marketing Campaigns
- Trends in Social Media Marketing

LECTURERS

Mr Pen Kwok

Pen has 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.

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.

Dr Jeffrey Phoenix HUI (Lead the topic of Social Media Marketing)

Dr Jeffrey Hui, a leading strategic i-Marketing and education expert in the region.

As a well-rounded marketing and training professional, Jeffrey served at various top-notch organizations, including P&G, Cathy 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" (《商識滿天下一香港商管翹楚 30 訪》), "Let Our Brands FLY!" (《讓品牌「飛」!—策略社交媒體、網絡營銷實戰秘笈》)* and "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)).

Register Now

APPLICATION FORM

Executive Certificate Course on Digital Marketing EC-80141-2020-3-F 28 September - 2 November 2020

HKMA Member: HK\$3,300 Non-member: HK\$3,600

Group Discount: HK\$100 each

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

* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.
The Association will issue certificates based on the details and name format as given in this form.

Name: (Mr / Ms) _____ 姓名: _____
(Surname) (Other Names) (中文)

HKID Card No. (For verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. Retail), please specify: _____

Job Function (e.g. Accounting), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma Other Diploma
 Matriculation Form 5 / HKDSE Others (Please specify): _____

Total Number of Years' Working Experience _____ Years of Working Experience in Course-Related Field _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant

Name of Contact Person: _____ Telephone No.: _____

Position: _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

From where did you FIRST learn about this Programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify): _____ Exhibiton: Jobmarket Career & Education (EJEX) Others (please specify): _____

■ This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

Personal Data Collection Statement

- The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

Applicant's Declaration

- I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
- I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

- I understand that all handout materials obtained in class are strictly for my own educational purposes.
- I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____

Notes for Application

- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For ENROLMENT and ENQUIRIES please call 2774-8500 / 2774-8501 (Customer Service Department) during normal office hours or fax 2365-1000.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No.8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above / Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- HKMA Website: WWW.HKMA.ORG.HK