

準備



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課程詳情

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範疇	商業服務
課程名稱 (英文)	MARKETING (A MODULE OF THE ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME)
課程名稱 (中文)	---
課程編號	21Z029495
院校名稱 (英文)	THE HONG KONG MANAGEMENT ASSOCIATION (HKMA)
院校名稱 (中文)	香港管理專業協會
院校編號	300
院校電話	請點擊查詢院校電話 Please click here for Enquiry Hotline
課程程度	其他
費用 (HK\$)	\$3150
備註	Notes / 附註: *A) APPLICANT PURSUING THIS COURSE WITH COURSE COMMENCEMENT DATE FALLING AFTER 31 MARCH 2023 IS NOT ELIGIBLE TO CLAIM REIMBURSEMENT FROM CEF. / 申請人報讀於二零二三年三月三十一日後開課的課程並不能申領基金發還款項。 B) CO-ORGANIZED WITH LINGNAN UNIVERSITY / 與嶺南大學合辦 Entry Requirements / 入學要求: Academic degree or professional qualification + 1 year work experience OR Matriculated + 2 years work experience OR F.5 + 3 years work experience. Interview may be required to determine candidate's suitability. Course Outline / 課程大綱: Introduction-Marketing's Role in a Changing World; Marketing Environments; Strategic Marketing Planning; Marketing Research and Information; Identification of Target Markets; Product Planning and Market Positioning; Pricing Planning; Distribution Planning; Promotion Planning; Services and Nonprofit Marketing. Instructors' Qualifications / 導師資歷: Degree holder with professional qualifications and prolonged teaching experience Refund Arrangement / 退款安排: CEF STANDARD REFUND POLICY APPLIED Assessment / 課程評核要求: CONTINUOUS ASSESSMENT(30%) & FINAL EXAMINATION(70%) OVERALL PASS MARK: 50% ATTENDANCE: 70%

Delivery Mode / 授課模式:

30(PT)

Course Duration / 課時:

N/A

Effective Date / 課程生效日期:

3/6/2004

Valid CEF Until / CEF課程有效期:

N/A

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