

BUSINESS

INSPIRING INNOVATION

Continuing Education Programmes



Member of VTC Group
VTC 機構成員

2022 Q4

Certificate in Digital Marketing

數碼營銷證書

BA424043M



Programme Details:

1. Digital Marketing Principles

- Market research
- Identify the target market
- 5D's principles for digital marketing
- Content marketing

2. Digital Marketing in Practice

- Development of digital marketing plan
- Utilize the Google Ads and Google Analytics
- Search Engine Optimization and website design
- Campaign for Facebook and Instagram
- Chatbot and email marketing
- Re-targeting strategy

3. Security and Ethical Issues in Digital Marketing

- Security measures for digital marketing
- Ethical Issues for digital marketing

4. Professional Collaboration in Digital Marketing

- Different types of digital marketing professional
- Effective communication with digital marketing professionals

Date of Commencement : 14 Nov 2022

Schedule: 14, 16, 21, 23, 28, 30 Nov & 5, 7, 12, 14 Dec 2022

Time: Every Monday & Wednesday

19:00-22:00

Venue: IVE (Haking Wong), 702 Lai Chi Kok Road, Kowloon

Medium of Instruction:

Programme will be conducted in English, with English Teaching and Learning Packages supplemented with Chinese terminologies.

Entry requirements:

1. One year work experience; or currently employed in relevant industry; and
2. Five HKDSE subjects at Level 2 or above, including English and Chinese Languages, or equivalent; or
3. Five HKCEE subjects at Grade E/Level 2 or above, including English and Chinese Languages, or equivalent ; or
4. Completion of a QF Level 3 programme that is deemed acceptable to the respective Programme Board; or
5. Relevant RPL qualification(s) at QF Level 3 or above AND a pass in an entrance assessment, which can be either oral or written; or
6. Other relevant verifiable prior learning and/or work experience that is/are deemed appropriate by the respective Programme Board AND a pass in an entrance assessment, which can be either oral or written

Mature Applicants:

Applicants who are aged 21 or above on 1 September of the year of application and do not meet the minimum entrance requirements may apply through the mature applicant route.



Enrolment Details: business.vtc.edu.hk

Application Period: 15 Jul – 28 Oct 2022

Programme Fee:

- 1) Early Bird HK\$ 6000 (On / Before 18 Oct 2022)
- 2) Regular HK\$ 7000 (After 18 Oct 2022)



Mr. Kenny Tang (鄧國健先生), CEO (ZtoA)
Programme Advisor / Guest Speaker

Mr. Tang is a professional market consultant specialty in company brand building, IT solution, marketing strategy and research. He has worked for a number of well-known company such as TVB, ATV, Convey and 4As for advertising development.



資歷架構
Qualifications
Framework

資歷架構級別四

資歷名冊登記號碼: 21/000393/L4

登記有效期: 15/06/2021 To 31/08/2026



本課程已加入持續進修基金可獲發還款項課程名單內
課程編號: 33C135884

如欲了解更多持續進修課程，歡迎瀏覽：

