



CERTIFICATE COURSE ON MARKETING MANAGEMENT 市場管理證書課程

I. MARKETING MANAGEMENT 市場學

Class A: Wednesday
12 January - 23 March 2011

Class B: Saturday
19 March - 28 May 2011

II. STRATEGIC MARKETING MANAGEMENT 市場管理策略

Class A: Wednesday
13 April - 15 June 2011

Class B: Saturday
18 June - 3 September 2011

商界展關懷
caring company 2006-10
Awarded by The Hong Kong Council of Social Service
香港社會服務界協會

HK THE HONG KONG
MA MANAGEMENT ASSOCIATION



伴你成長五十年
Your Learning Partner for 50 Years

CERTIFICATE COURSE ON MARKETING MANAGEMENT

市場管理證書課程

PART I - MARKETING MANAGEMENT

第一部份：市場學

PART II - STRATEGIC MARKETING MANAGEMENT

第二部份：市場管理策略



DESIGNED FOR

This marketing course is designed for up-and-coming marketing managers, sales executives who are being groomed for additional responsibilities in the marketing field, as well as those whose daily operations are closely related to marketing.

INTRODUCTION

Nowadays, marketing is no longer a pure mix of product, place, price and promotion. With the integration of advanced technology, marketing has become dynamic and interactive. It offers a distinctive concept and convenience in conceptual value via integrated communication efforts. With the booming of e-commerce era, marketing will become “virtual” one day, yet demanding.

Keeping abreast of changing times will become an imperative need of today’s marketing professionals. This programme provides an opportunity for those who are working in the marketing, sales and operation realms to enrich their daily work with the latest principles and specific techniques.

This course consists of two parts: Participants can choose to enrol in either one or both parts of the course.

Each part consists of a series of lectures, totalling 30 in-class lecture hours, leading to award of the Certificate after completion.

簡介

今時今日，市場學再不是純粹產品、地點、價錢及宣傳的組合。科技的演進令市場管理變得靈活及互動，它加添了獨特的概念及方便。由於網上商業的活躍，市場管理變得既虛擬和使人吃力。

與時並進成爲今日市場管理專才必具備的心態。這個證書課程提供市場管理、銷售及營運人士的學習機會，讓他們在日常工作上擁有最新的管理原理及技巧。

LANGUAGE MEDIUM

Cantonese

Course Manuals will be in English.

OBJECTIVES

Upon completion of the course, participants are expected to have:

- acquired a thorough and clear understanding of their major marketing processes;
- grasped the techniques in analyzing customer characteristics;
- developed essential skills in managing a marketing department and
- anticipated the future trend of marketing

課程目的

學員完成課程後，可：

- 獲取對市場營運的清楚瞭解；
- 領會分析顧客特點的技巧；
- 發展必須技巧，以管理市場部門；
- 預測市場未來發展。

AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours of each part; and
2. passed the mid-term exercise; and
3. passed the final exercise

will be awarded “Certificate in Marketing Management - Part I: Marketing Management” and/or “Certificate in Marketing Management - Part II: Strategic Marketing Management”.

LECTURER

The lecturer is an expert in marketing and business management. She has led many successful courses for universities and professional institutes. She is most willing to share her valuable experience with participants so that they may come up with practical solutions to their actual daily work problem.

A guest speaker will also be invited to share her marketing experience with students.

FEE

Class A (Wednesday)	Each Part	Two Parts by instalments
Member	HK\$1,475 x 2 instalments = HK\$2,950	HK\$1,475 x 4 instalments = HK\$5,900
Non-member	HK\$1,575 x 2 instalments = HK\$3,150	HK\$1,575 x 4 instalments = HK\$6,300

Participants are required to settle the payment of the first instalment 5 days before the commencement of the course (i.e. **7 January 2011**) and the second, third and fourth instalment on or before **23 February; 8 April and 18 May 2011** respectively. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

Class B (Saturday)	Each Part	Two Parts by instalments
Member	HK\$1,475 x 2 instalments = HK\$2,950	HK\$1,475 x 4 instalments = HK\$5,900
Non-member	HK\$1,575 x 2 instalments = HK\$3,150	HK\$1,575 x 4 instalments = HK\$6,300

Participants are required to settle the payment of the first instalment 5 days before the commencement of the course (i.e. **14 March 2011**) and the second, third and fourth instalment on or before **30 April; 13 June and 6 August 2011** respectively. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Name of Institution: **HKMA** CEF Institution Code: **300** CEF Course Code: **21C02294-2**

CEF Course Title: **Part I - Marketing Management**

CEF Course Title: **Part II - Strategic Marketing Management**

This course is included to be reimbursable under the Continuing Education Fund (CEF). Upon successful completion of both parts of this course, eligible participants will be reimbursed 80% of the course fee or \$10,000, whichever is lower.

Interested applicants must be Hong Kong residents aged 18 to 65, and must submit the completed and certified application form, together with a photocopy of the HKID card directly to the CEF Office before the commencement date of the course. For details, please visit the website: www.sfaa.gov.hk/cef/ or call the enquiry hotline: 3142 2277.

PROFESSIONAL ADVANCEMENT

Graduates of this Certificate Course are eligible to become members of the Sales and Marketing Executives Club (SME) of the HKMA.

SME is affiliated with SMEI, the largest association for the sales and marketing management profession in the U.S.A.

For enquiries, please contact Ms Jeffie Chow on 2826-0528.

ARTICULATION TO PROFESSIONAL DIPLOMA PROGRAMMES

Upon completion of this course, participants will be exempted from the following module(s) of a HKMA professional diploma:

Exempted module	For enquiries
Professional Diploma in Marketing Management - Marketing Management; and/or - Strategic Marketing Management	2774-8501 Customer Service Department

ENQUIRIES

For enrolment and general enquiries, please contact Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please call Ms Candy Ho on 2774-8554; or visit the HKMA website: certificate.hkma.org.hk/pdf/cb8007620111w.pdf.

PART I

MARKETING MANAGEMENT 市場學

CONTENTS

1. Business Communication (商業推廣)
 - The process of communication
 - Motivation techniques
 - Oral and visual communication
 - Meetings, discussions and interviews
 - IT for business communication
2. Understanding Customers (瞭解顧客需要)
 - Identifying the customer
 - Investigating customer
 - Understanding customer behaviour
 - Predicting and influencing customer behaviour
3. Marketing Environment (市場環境)
 - Using PEST to evaluate the macro environment
 - Using SWOT to analyze the micro environment
 - Other business matrix
 - Global environment
 - Case study
4. Marketing Fundamentals (市場基本概念)
 - Various marketing tools
 - Combining the marketing mix
 - 4Ps vs 4Cs
 - Customer care
 - Importance of TQM
 - Case study
5. Marketing in the Mainland (中國市場學)
 - Macro environment in the Mainland
 - Marketing mix in the Mainland
 - Promotional practice in the Mainland
 - Brand building in the Mainland
 - Case study

DATES AND TIME

Class A
Wednesday
12, 19, 26 January;
9, 16, 23 February;
2, 9, 16, 23 March 2011
7:00 pm - 10:00 pm

VENUE

Johnson Electric Management Development Centre
The Hong Kong Management Association
3/F Management House
26 Canal Road West
Wanchai
HONG KONG

DATES AND TIME

Class B
Saturday
19, 26 March;
2, 9, 16, 30 April;
7, 14, 21, 28 May 2011
2:00 pm - 5:00 pm

VENUE

HKMA Li Ka-shing College of
Professional & Continuing Education
8 Hoi Wang Road
Mongkok (West)
KOWLOON

PART II

STRATEGIC MARKETING MANAGEMENT 市場管理策略

CONTENTS

1. Promotional Practice (推廣宣傳)
 - Promotional strategy
 - Media planning and selection
 - Roles and tools of public relations
 - Budget planning
 - Integration, implementation and evaluation
 - Case study
2. Management Information for Marketing and Sales (市場及銷售管理資訊)
 - Forecasting
 - Marketing research knowhow
 - Communicating research findings
 - Information systems and technology
 - Current issues
3. Marketing Operations (市場運作)
 - Analysing marketing opportunities
 - Marketing planning, process and organization
 - Application of IT to marketing operations
 - International marketing
 - Legal ethics and wider issues
4. e-Commerce (電子商務)
 - e-Commerce vs traditional retail and wholesale distribution
 - Disintermediation - distributing product on the internet
 - Social media - promoting product on the internet
 - Case study
5. e-Business (電子企業)
 - e-Book
 - e-Learning
 - Mobile location technology applications
 - Subscription model
 - Advertising model
 - Case study

DATES AND TIME

Class A
Wednesday
13, 20, 27 April;
4, 11, 18, 25 May;
1, 8, 15 June 2011
7:00 pm - 10:00 pm

VENUE

Johnson Electric Management Development Centre
The Hong Kong Management Association
3/F Management House
26 Canal Road West Wanchai HONG KONG

DATES AND TIME

Class B
Saturday
18, 25 June; 9, 16, 23 July;
6, 13, 20, 27 August; 3 September 2011
2:00 pm - 5:00 pm
(Please note that No class will be held on 30 July)

VENUE

HKMA Li Ka-shing College of
Professional & Continuing Education
8 Hoi Wang Road
Mongkok (West)
KOWLOON

CERTIFICATE COURSE ON MARKETING MANAGEMENT

Part I - Marketing Management Class A CB-80076-2011-1-W 12 January - 23 March 2011 /
 Class B CB-80076-2011-A-L 19 March - 28 May 2011

Part II - Strategy Marketing Management Class A CB-80077-2011-1-W 13 April - 15 June 2011 /
 Class B CB-80077-2011-A-L 18 June - 3 September 2011



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(Each part) Member: HK\$1,475 x 2 instalments = HK\$2,950 / Non-member: HK\$1,575 x 2 instalments = HK\$3,150
 (Two parts by instalments) Member: HK\$1,475 x 4 instalments = HK\$5,900 / Non-member: HK\$1,575 x 4 instalments = HK\$6,300

Participants are required to settle the payment of the first instalment 5 days before the commencement of the course and the following instalment(s) according to the payment schedule. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

ENROLMENT FORM

**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) _____ (Surname) _____ (Other Names) _____ 姓名: _____ (中文)

HKID Card No.: _____ () _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

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

Job Responsibilities: _____

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

Fax No. (Office/Home): _____ E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation Secondary 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)

<i>Our company undertakes to pay the course fee for the above applicant</i>	
Name of Contact Person _____	
Position _____	
Telephone No. _____	E-mail: _____
Signature: _____	Company Chop and Date: _____

From where did you **FIRST** learn about this Programme?

- Email from HKMA Email from other (Please specify): _____
 HKMA Website Website Advertisement (Please specify): _____
 Direct Mailing Newspaper (Please specify): _____
 MTR Station _____ Exhibition (Please specify) _____

I understand that all handout materials obtained in class are strictly for my own educational purposes. OINA

Signature: _____ Date: _____

- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:
 Director General, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- 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 fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and 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 **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- 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 welcomed. Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme and the following instalment(s) according to the payment schedule. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.
- Applications, upon 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. For course details, please contact Ms Candy Ho on 2774-8554. Website: WWW.HKMA.ORG.HK
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.