

# Executive Certificate in Digital Marketing

Course Fee: \$4,500 (May apply up to \$3,000 subsidy)  
 \*Maximum saving, with the final grant subjects to approval.



## How Will You Benefit

1. Develop competency in digital marketing
2. Apply digital marketing strategies and principles to practice
3. Key concepts of advertising to achieve effective digital marketing


Programme code

10011448-08

Date and time

3 - 24 January 2022  
[Every Monday]  
(14:30 – 17:30)

Mode

Online 

Language

Cantonese with English terminology

Course fee

HK\$4,500 / HK\$4,050\*  
\*Group discount, membership discount (e.g. HKIM)

## Topics Covered

- Contemporary marketing
- Integrating holistic marketing by implementing **digital tools in marketing tools and methods (e.g. SEO, SEM, digital content creation, etc.)**
- Latest technology such as **Algorithm, Big Data & Building Data Management Platform**
- Essentials to building a professional marketing team and more...

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## Focus Areas

- The essentials of effective digital marketing in designing, synergising and implementing advertising and promotional campaigns by utilising varieties of digital tools.
- The strategic importance of integrated marketing in today's business environment;
- How to maximise ROI results through applying digital tools to facilitate marketing activities; and
- How to creating efficient and effective holistic digital marketing campaign.

## Who Should Attend

1. SME, Start-up and entrepreneurs who wish to obtain the know-how in effective digital marketing.
2. B2B trading business practitioners who like to understand how to better establish their brand and start their digital marketing.
3. B2C business practitioners who desire a better partnership with their agency and drive effective digital marketing.

## Trainer's Profile

### Donna CHEN

Over 15 years of experiences working with multinational brands, Donna develops her professional experiences under various industries through Product Creation to Corporate Brand Management. Conceptualize and orchestrate campaigns that effectively meet business objectives.

Now she is a adjunct lecturer for postgraduate programs, sharing her knowledge and experiences on Integrated Marketing Communication and Cooperate Branding.

## Course Content

### Part I – Embracing Transformation- Essentials of Effective Promotion in Digital Age

#### 1. Contemporary Marketing

Understanding digital media landscape changes in business environment and its relation to integrated marketing process.

➤ Digital Media Distribution

- Discover the changes since mass media advertising to digital/mobile integrated marketing
- Impact on businesses - new digital media, Algorithm & Long Tail Theory

➤ Contemporary Integrated Marketing Process

- “One Size Fits All” VS “User Generated Content” (UGC) and “Many-to-many” communication
- Cognitive / Affective approach to “communication process diagram”
- Case studies and worksheets

#### 2. Key Components in Digital Marketing

Decompose each key components in digital marketing and gain perspective on its impact on marketing today.

➤ What are the key components?

➤ How does it influence communications?

- Utilisation of 3 key media in integrated marketing communication process today
  - Driving O2O traffic flow
  - Case studies and worksheets

#### 3. Integrating Marketing

Gain understanding on integrating digital marketing into current online and offline marketing activities.

➤ How to implement digital marketing into marketing activities?

- RACE digital marketing planning framework
- SOSTAC cycle

### Part II – Increasing the Odds

#### 4. Consumer Decision-making and Influences

Understanding consumer decision journey and digital marketing tools to build a bigger brand influence.

➤ How Internet has changed buying process?

- From Chief Marketing Officer (CMO) to Chief Connection Officer (CCO)
- How digital marketing tools (ie: SEO/ SEM) influence decision-making process
- Utilisation of digital & social media to facilitate consumer engagement

## 5. Digital Content Consumption and Creation

Understanding target audience's digital content consumptions and how brand can create suitable digital content to facilitate O2O conversation and traffic flow.

- How does content distribution impact brand?
- The Content Marketing Pyramid
- Tailored formats for buyer's journey

## 6. Transformed Media and Communication Processes

Focus on key digital marketing tools which can facilitate integrated marketing communication processes.

- Concept of Algorithm
- The impact of algorithm on audiences / users
- Case studies of utilisation on algorithm
- Utilising Big Data & Building Data Management Platform
- New Strategies on utilising big data
- Building DMP
- Incorporating CRM into DMP
- Social listening tool

## Part III – Building Your Professional Team to Find the Right Agency

### 7. Team Up for Digital Marketing

Gain exposure of current advertising agencies roles and points on selecting the right fit.

- Who are the participants in the communications process?
- Finding the right partner - Agency's types and roles
- Why use agencies?
- Types of agencies
- Finding the right fit

## RTTP Application

Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement.

Alternatively, **application form** could be submitted by email to [rttp@vtc.edu.hk](mailto:rttp@vtc.edu.hk) along with supporting documents.

## Award of Certificate

A Certificate of Completion will be awarded to participants who have attended 75% or above of the course and passed an assessment.

## Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Angel LEE)**. Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.  
Office hours: Monday to Friday 09:00-18:00



<http://u.hkpc.org/apJ>

[Enrolment form can be downloaded at <http://u.hkpc.org/agS> ]

