e-Commerce: Your 24/7 AI Marketing Partner
(vLearn Programme)

Image created by Generative AI

FUTURESKILLS — CONNECTION TECHNOLOGY 裝備未來

vLearn — HKPC Virtual Learning

Master AI basics with free tools like DeepSeek. Transform daily marketing tasks, boost creativity, and build efficient "human + AI" workflows—anytime, anywhere. Maximise productivity with always-on support.

Programme Code	10017879-07
Programme Duration	44 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Gain foundational AI concepts. Utilise AI tools for background manipulation and effects in portrait images
- Learn efficient prompt-writing techniques for accurate and actionable responses that streamlining workflows
- Leverage AI tools to enhance creative content creation and boost marketing efficiency

Inquiry: Mr Terence LUEN | +852 2788 5318 | terenceluen@hkpc.org
Ms Maggie CHEUNG | +852 2788 5013 | maggiecheung@hkpc.org

Course Outline

1. How AI Dramatically Enhances Your e-Commerce Marketing

- Understand the foundations of AI
- Learn how AI enhance sales conversions

2. Train Your AI Assistant

- Forster an "AI collaboration" mindset to make AI your 24/7 marketing assistant
- Learn a simple four-step method to "train your AI assistant"

3. Efficient Product Descriptions and Marketing Copy with AI

- Using DeepSeek for content creation, market insights, and design capabilities
- Analyse market trends and pain points to identify needs
- Leverage AI to effectively target your audience
- Identify unique selling points to enhance social media strategies
- Create eye-catching product titles and descriptions
- Craft targeted marketing content that aligns with your brand's voice

4. Editing with Smartphone

- Learn to generate descriptive prompts for visual design
- Cross-utilise AI tools for creative social media visuals

Enrolment Method

Scan the QR code to complete the enrolment and payment online.

http://u.hkpc.org/b4b

hkpc Academy 生產力學院

hkpc Academy 生產力學院

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	• Differentiate between Waterfall and Agile Project Management, noting their pros and cons • Examine the rise and uses of Agile Project Management • Uncover Agile Project Management's significance, mindset, and team structure • Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	• Define good customer experience • Explore the importance of Customer Experience in the Experience Economy • Learn about 4P, 4C, and 4E in marketing and their relationships • Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) • Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	• Stay updated on cybersecurity news and trends • Learn about internet security measures to safeguard digital assets • Recognise and prevent phishing attacks • Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	• ESG definition and worldwide/local trends • Impact of global climate change on business sustainability • Implementation of sustainable practices in your company • Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	• Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	• Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	• Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	• Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	• Understand the basic concept of AI Gym • Learn about the AI principles for effectively prompting • Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes

Inquiry: Mr Terence LUEN | +852 2788 5318 | terenceluen@hkpc.org
Ms Maggie CHEUNG | +852 2788 5013 | maggiecheung@hkpc.org