

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

24/7

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

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 Becky YU | +852 2788 5029 | beckyyu@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>



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