

市場策劃學單元證書 Module Certificate in Marketing Fundamentals

■ Programme Objective

The success of a product or service intertwines with its ability to compete in the environment and to maximize benefits to the customers. Through the marketing process model, students will learn how companies attain and analyze market information and customer behavior before formulating effective marketing strategy and plans. Upon completion of the module, students will acquire the basic knowledge of deploying marketing resources and organizing activities to acquire customers and promote relationship with them.

Course Fee	: HK\$598 x 2 (HK\$1,196)
Entry requirement	: Aged 16 or above and Form 5
Commencement Date	: To be confirmed
Teaching Hours	: 30
Sessions	: 12
Time	: 7:00pm-9:30pm
Venue	: Tsim Sha Tsui Campus or West Kowloon Campus

顧客服務單元證書 Module Certificate in Customer Services

■ Programme Objective

This certificate is designed to explore the skills of customer services and apply it in the workplace. It aims at providing students with the necessary customer services skills and knowledge to deliver quality service and maintain long-term relationship with the customers. Throughout the module, students will be introduced a range of interesting practice material, simulation activities and case studies which are carefully selected to help them provide quality services to the customers. The module requires students to learn and apply the customer services skills and knowledge. It includes customer services related technologies, personal characters, complaint handling, stress management, customer relationship programme and satisfaction measurement.

Course Fee	: HK\$598 x 2 (HK\$1,196)
Entry requirement	: Aged 16 or above and Form 5
Commencement Date	: To be confirmed
Teaching Hours	: 35
Sessions	: 14
Time	: 7:00pm-9:30pm
Venue	: Tsim Sha Tsui Campus or West Kowloon Campus

營銷管理單元證書 Module Certificate in Fundamentals of Merchandising

■ Programme Objective

This certificate is designed to provide theory and training that students need to compete successfully in the job market, and will enable the students to pursue a career in merchandising. Upon completion of this module, students should have the ability to demonstrate knowledge, skills and attitude of performing merchandising work in their commercial environment with reference to the Hong Kong situation. Since most of students are working adult, they are required to have self-learning through various modes of readings, preparation and home work in order to speed up their study before attending the lecture.

Course Fee	: HK\$598 x 2 (HK\$1,196)
Entry requirement	: Aged 16 or above and Form 5
Commencement Date	: To be confirmed
Teaching Hours	: 30
Sessions	: 12
Time	: 7:00pm-9:30pm
Venue	: Tsim Sha Tsui Campus or West Kowloon Campus