

## Career Prospects

### 就業前景

Graduates may take up sales and marketing related posts at supervisory and managerial level in Joint Ventures and Foreign Owned businesses in China, especially those within the PRD.

Graduates will be able to take up middle-level positions in strategic planning, marketing communications, account management, distribution network management, and business development as well as similar positions in advertising agencies.

畢業生可擔任銷售及市務中層管理及督導職務，職位包括：客戶服務主任、銷售主任、市場主任、廣告代表等。畢業生亦可受僱於出入口業務、零售批發、廣告公關、大眾媒體及電子商貿等行業。

畢業生亦可擔任合資企業及中國境內銷售及市務之中層管理人員。

## Further Studies

### 進修途徑

Graduate of this program may be eligible for direct entry to the Graduate Diploma in Marketing offered by the HKIM.

Graduates may be considered for admission to the second or third year of relevant ordinary/ honours degree programmes in the UK, Australia and Hong Kong.

此課程的畢業生可直接申請入讀香港市務學會之市務深造文憑。

部份英國、澳洲及香港大學接納本課程畢業生直接入讀其相關學位課程的二或三年級。

## Entry Requirements

### 入學要求

Graduate from Higher Diploma in Sales and Marketing or Higher Diploma in Business Administration or equivalent and a pass in HKCEE Chinese language or equivalent.

銷售及市場學高級文憑 或 工商管理學高級文憑之畢業生 或同等學歷 及在中學會考中文科成績取得合格 或同等學歷。

## Duration

### 修業年期

This is a 1-year (2 semesters) part-time course.  
一年(兩學期)部份時間制

## Course Fees

### 課程費用

The tuition fees for each module is HK \$2500. Total course fee is \$16600. Graduate of HKIVE Higher Diploma in Sales & Marketing may be exempted from two modules.

此課程為每學科二千五百元，全課程則一萬六千六百元正。香港專業教育學院銷售及市場學高級文憑畢業生可申請豁免兩學科，此課程亦可申請持續進修基金。

## Offering Campus

### 上課院校

- Hong Kong Institute of Vocational Education (Chai Wan)  
30 Shing Tai Road, Chai Wan, Hong Kong.  
Tel: 2595 8204
- 香港專業教育學院 (柴灣)  
香港柴灣盛泰道30號  
電話：2595 8204

Website / 網頁：www.vtc.edu.hk/admission

Disclaimer: The VTC reserves the right to cancel any course, to revise the course content or to change the offering campus(es) of the courses if so required.

免責聲明：如有需要，職業訓練局有權取消任何課程、修正課程內容或更改課程開辦分校。



## IVE Business Administration 工商管理

25005D

1-Year Part-time  
Professional Diploma in  
China Marketing Management  
一年兼讀中國市場營銷管理專業文憑



## Course Aim 課程宗旨

The integration of Hong Kong's economy with that of the Mainland, especially with the Pearl River Delta (PRD), will accelerate in the coming years. The need for marketing professionals will increase as entrepreneurs and multinational corporations from Hong Kong and overseas expand their operations in the region. Demands for middle-level marketing professionals, especially professionals that possess qualifications pertain to the China market will likely soar.

The course specifically is to provide students with academic, technical and management skills that enable them to pursue a career competently in marketing management in Mainland China.

To provide students with a progression route to complete the certification procedures of "Assistant Marketing Manager qualification" (助理營銷經理資格) issued by China Business Professional Association in Hong Kong while studying this programme. To provide students with automatic award of Professional Diploma in Marketing issued by Hong Kong Institute of Marketing.

香港的經濟與國內珠三角的貿易有着不可分割的契合，並且在未來有着急速的發展。在此發展迅速的區域，企業及國際公司對於中層之市場專業管理人員及人才需求將十分殷切。

- 本課程旨在提供學員學術及技術層面及管理方面知識，修畢此課程後，僱員能充份掌握國內市場營銷管理知識
- 本課程亦協助學員考取助理營銷經理資格之證書資格
- 學員修畢此課程，亦同時獲取香港市務學會之市務專業文憑

## Course Structure 課程結構

### Semester 1

| Module                                  | Study Hours       | Tuition Fees  |
|---|-------------------|---------------|
| #*Consumer Behaviour<br>消費行為學           | 36 hours<br>36 小時 | \$2500        |
| *Marketing Management<br>市場營銷管理學        | 36 hours<br>36 小時 | \$2500        |
| *Services Marketing<br>服務營銷             | 36 hours<br>36 小時 | \$2500        |
| Contemporary Marketing Practice<br>市務實戰 | 12 hours<br>12 小時 | \$800         |
| <b>Total Semester 1</b>                 | <b>120 hours</b>  | <b>\$8300</b> |

\* CEF modules 持續進修基金學科

# Graduates of HKIVE Higher Diploma in Sales and Marketing may be exempted from this module  
香港專業教育學院銷售及市場學高級文憑畢業生可申請豁免



### Semester 2

| Module                                    | Study Hours       | Tuition Fees  |
|---|-------------------|---------------|
| #*Selling and Sales Management<br>推銷及銷售管理 | 36 hours<br>36 小時 | \$2500        |
| China Marketing Management<br>中國市場營銷管理學   | 36 hours<br>36 小時 | \$2500        |
| *China Business Framework<br>中國商業體系       | 36 hours<br>36 小時 | \$2500        |
| Contemporary Marketing Practices<br>市務實戰  | 12 hours<br>12 小時 | \$800         |
| <b>Total Semester 2</b>                   | <b>120 hours</b>  | <b>\$8300</b> |

\* CEF modules 持續進修基金學科

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