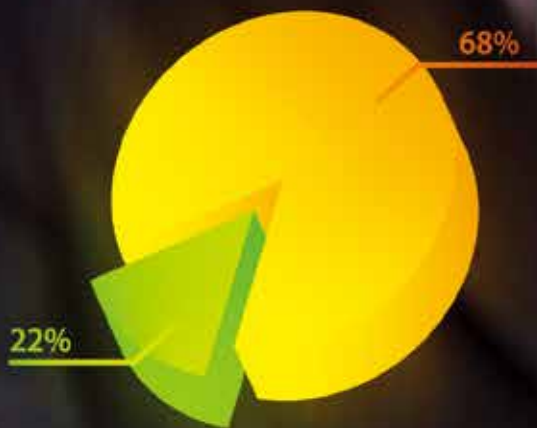


## Professional Diploma in Marketing Management



# INDUSTRY SERVING INDUSTRY

The HKMA's programmes are organized to meet the practical needs of companies and individuals. Based on our close ties with the business community, programme ideas are generated through industry experts. Management Committees, which comprise local business leaders, play an advisory role to ensure that our programmes are relevant to evolving business needs.

The **Marketing Management Committee** advises the HKMA on the **Professional Diploma in Marketing Management**. The following individuals serve on the Committee in their personal capacity\*:



(Committee Chairman)

**Mr S K Cheong**

Executive Director and General Manager  
Television Broadcasts Ltd



**Prof T S Chan BBS**

Shun Hing Chair Professor of  
Marketing  
Lingnan University



**Ms Rosetta Fong**

Chief Executive Officer  
Convoy Financial Services Ltd



**Ms Randy Lai**

Managing Director, Hong Kong /  
Regional Manager, Taiwan  
McDonald's Restaurants (HK) Ltd



**Mr Bruce Lam**

Chief Marketing Officer  
CSL Mobile Ltd



**Mr Vincent Leung**

President  
SKECHERS Hong Kong Ltd



**Mr Paul Pei**

Executive Director, Hotel & Hospitality  
Ocean Park Corporation



**Mr Stanley Sun**

Managing Director  
Fuji Photo Products Co Ltd



**Mr Larry Sze**

Chief Executive Officer  
Gilman Group



**Ms Jeny Yeung**

Commercial Director  
MTR Corporation Ltd



**Mr Robert Young**

Executive Committee Member  
Hong Kong Housing Society



**Mr Titus Yu**

Senior Regional Director  
Prudential Hong Kong Ltd

\* The composition of the Committee and personal particulars of its members are subject to change. The list may not be exhaustive.

# WHAT THE PROFESSIONALS SAY...

**Mr S K Cheong**  
**General Manager, Television**  
**Broadcasts Ltd**

The Professional Diploma in Marketing Management is a well-designed programme that leverages on HKMA's many years of experience in providing marketing training and organizing the industry's most recognized marketing awards. By choosing this programme you will gain a solid, practical and professional grounding in all key aspects of marketing.

**Ms Randy Lai**  
**Managing Director (Hong Kong)**  
**& Regional Manager (Taiwan),**  
**McDonald's Restaurants (HK) Ltd**

The Professional Diploma Programme enables participants to gain excellent exposure to various approaches and tactics which stimulate consumer demand and reinforces customer loyalty. Participants are not only taught the conceptual and theoretical basis for marketing success, but also the genuine critical success factors for marketing organizations in various industries. Industry practitioners would definitely find such learning approaches fruitful and rewarding to their career development.

**Ms Jeny Yeung**  
**Commercial Director, MTR**  
**Corporation Limited**

The PDMM equips participants with the skills to formulate creative strategies and conduct marketing opportunity analyses. The programme highlights the significance of segmentation strategies for both customer behaviour and strategic marketing; and explores how marketing activities create both corporate and brand images. Entrepreneurs who would like to diversify their businesses, and senior executives who would like to refresh their knowledge of marketing management would find this programme a worthy investment.

## THE PROGRAMME

### INTRODUCTION

Today, even administrators of colleges, museums, hospitals, social agencies, political parties and churches are beginning to think in marketing terms. It is clear that marketing is the prime line management function for any organization and that marketing competence is the key competitive tool. Marketing is seen as a critical strategic area that will become even more important in the years ahead as the quickening pace of business activities makes continuous improvements in all aspects of marketing essential to survival and success.

### OBJECTIVE

The objective of the Professional Diploma in Marketing Management is to provide systematic training in marketing and career development opportunities to local executives. The programme will emphasize practical application through local business case studies, and lecturer/participant interaction through project assignments and project presentations.

### DESIGNED FOR

The HKMA Professional Diploma in Marketing Management is a diploma tailor-made for newly promoted marketing managers, experienced marketing managers without formal marketing education, technically educated managers in charge of business units, entrepreneurs who would like to diversify their businesses, and senior executives who would like to refresh their knowledge of marketing management.

### SHARING SESSION - HKMA/TVB AWARDS FOR MARKETING EXCELLENCE

PDMM students will be invited to join the final presentation seminar of HKMA/TVB Awards for Marketing Excellence to share the best marketing cases in Hong Kong.

# PROGRAMME STRUCTURE

The programme comprises seven modules, one of which is a management report. Important marketing topics will be covered as the programme is designed to develop a thorough knowledge of marketing in both theoretical and applied dimensions. The management report serves to help consolidate learning and maintain motivation throughout the course of study. Reading is required, and lecturers will use case studies, group presentations, discussions and debates to enhance learning.

The programme consists of seven modules, with a diploma being awarded upon successful completion of the course.



## YOUR ADVANCEMENT PATH

PDMM graduates are eligible to apply for the following programmes:

### Master Degrees

- **MBA** Reg. 210545  
**Via Postgraduate Diploma** Reg. 211318 **(2.5 years)**  
Macquarie Graduate School of Management, Sydney
- **MBA (General / Marketing / Human Resource Management / Accounting & Finance / International Business)**  
Reg. 252455 **(2 years) (Chinese / English class)**  
Glyndwr University, UK

### Bachelor Degrees

- **BA (Hons) (Global Business & Logistics Management / Human Resource Management / Marketing Management / International Business)** Reg. 251920 / 251921 / 251922 / 251923 **(1 year)**  
University of Huddersfield, UK
- **BA (Hons) (Business Management / Business Marketing / Business Accounting)** Reg. 252451 / 252450 / 252452 **(3 years)**  
**(Chinese / English class)**  
Glyndwr University, UK
- **BA (Hons) Business Studies (Business Studies / Events Management / Finance / Human Resource Management / Logistics / Marketing / Public Relations / Tourism)** Reg. 252020 **(1 year)**  
University of Greenwich, UK

*Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.*

*It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.*

*The above **academic advancement path** is subject to changes from time to time. Please visit the HKMA website at [www.hkma.org.hk/pd/pdmm](http://www.hkma.org.hk/pd/pdmm) to get the current information.*

# SYLLABUS

## M1. Marketing Management

### Aims

- To provide students with the knowledge necessary to translate the overall marketing strategy into tactical plans.
- To enable students to make tactical decisions and plans which are consistent with overall strategy.

### Contents

#### A. Marketing Planning

- Overview of Marketing Concepts
- The Process of Marketing Planning
- The Nature and Content of a Marketing Plan

#### B. The Marketing Environment

- Microenvironmental versus Macroenvironmental factors and the insights for business development

#### C. Analysing Competitors

- Identifying the Company's Competitors and their Strategies
- Assessing the Competitors' Strengths and Weaknesses

#### D. Determining the Target Markets

- Estimating Current and Future Demands
- Market Segmentation, Market Targeting and Product Positioning

#### E. Planning the Marketing Mix

- Product Classification, Product Mix, Product Line, Product Positioning and Repositioning Strategies
- Pricing Objectives, Pricing Strategies, Pricing Methods, Tactics for Price Setting, Execution of Pricing Decision
- Channel Design, Channel Development, Managing Channel Conflict and Channel Strategies
- Advertising and Promotion Strategies, Sales Force Strategies, Tactical Communication Programme

#### F. Marketing Management for Service Industry

- Fundamental Differences of Product versus Service
- The Execution of Marketing Management Concepts in Service Industry

## M2. Customer Behaviour

### Aims

- To provide students with knowledge of customer behaviour and customer research to sharpen the effectiveness of marketing efforts.
- To ensure that all students are aware of the significance of market segmentation and customer research in marketing planning and marketing mix strategies.

### Contents

#### A. Overview of Consumer Decisions and Marketing Influence

- Consumer Decision Process
- Consumer Behaviour and Marketing Strategy
- Product Life Cycle and Consumer Behaviour

#### B. A Basic Consumer Decision Model

- Information, Brand Recognition, Attitude, Judgement, Intention, Purchase.

#### C. Analysis of The Socio-cultural Environment

- Culture and Subcultures, Social Class and Reference Groups, Family and Household Influences, Situational Influence.

#### D. Individual Differences among Customers

- Consumer Resources, Involvement and Motivation, Knowledge, Attitudes.

#### E. Customer Problem Solving and Marketing Mix

- Consumer Decision Models and Implications for Practice

#### F. Consumer Analysis and Marketing Strategy

- Retailing, Consumer Trends, Market Segmentation, Diffusion of Innovations, Global Consumer Markets

#### G. Consumer Behaviour in the New Era - Impact of On-line Shopping and e-Commerce on Consumers' Decisions

#### H. Encouraging and Stimulating Repeated Consumer Behaviour - Enhancing Consumers' Loyalty as a Winning Marketing Strategy in the Increasingly Competitive Marketplace

#### I. Consumers' Behavioural Differences in Hong Kong and Mainland China

#### J. Organizational Buying Behaviour

- The Organizational Buying Process
- Buying Motivations of Buyers, Individual versus Group Decision Making, Organizational Buying Characteristics
- Vendor Evaluation
- Marketing Implications of Organizational Buying Behaviour

### M3. Marketing Research

#### Aims

- To provide students with the basic marketing research concepts and techniques for effective marketing decisions.
- To ensure that students appreciate the value of marketing research and the role it plays in the development and implementation of marketing strategy.

#### Contents

- A. The Role of Marketing Research**
  - The Nature of Marketing Research
  - The Managerial Value of Marketing Research for Strategic Decision making
  - The Marketing Research Process
- B. Research Designs for Collecting Primary Data**
  - The Nature of Marketing Problems
  - Exploratory Research and Qualitative Analysis
  - Survey Research and Pretesting
  - Experimental Research and Test Marketing
- C. Measurement Concepts and Questionnaire Design**
  - The Levels of Measurement
  - Attitude-measuring Process and Attitude Rating Scales
  - The Art of Asking Questions
  - Questionnaire Design and Layout
- D. Sampling and Fieldwork**
  - Sampling Designs and Sampling Procedures
  - Fieldwork Management
  - Data Processing
- E. Data Analysis and Presentation**
  - Basic Descriptive Statistics
  - Quadrant Analysis, Image Profile
  - Data Analysis
  - Data Presentation

### M4. Marketing Decisions and Information Technology

#### Aims

- To provide students with an appreciation of how information technology is changing the marketing system and the activities of business people within it.
- To ensure all students are aware of the major impact of information technology on the commercial environment and potential customers' life style and buying habits.
- To enable students to use quantitative and qualitative analysis in making marketing decisions.

#### Contents

- A. The Impact of IT on Marketing**
  - IT and Marketing, The Changing Marketing System, Computer Applications in Marketing, Marketing Software
- B. Marketing Information Systems**
  - Strategic Framework for the Evaluation and Application of IT Initiatives in Marketing
  - Evaluation of Information Systems, Introduction of Software Development Life Cycle, Design and application of Customer Relationship Management (CRM) System
- C. The Evolving "Digital" Landscape and Marketing Strategy**
  - Social media penetration
  - "Digital" life style
  - Impact of IT on the Strategy Decision, IT and Competitive Advantage
- D. IT and Marketing Mix**
  - Planning for Innovation, The Diffusion of Innovations, The Adoption Process, Factors Affecting the Rate of Adoption
  - New Product Decisions
  - Database Marketing
  - Internet/Intranet/Extranet
  - Electronic Commerce

## M5. International Marketing

### Aims

- To provide students with detailed knowledge of how to make decisions and formulate strategic plans for international marketing operations.
- To ensure students appreciate the environmental differences between countries and the need for modification of marketing strategies.

### Contents

#### A. The International Environment

- Introduction to International Marketing, Foreign Markets
- The World Economy, International Trade, International Trade Policies and Organizations
- Economic Environment, Size and Market Potential of Foreign Economies, Comparative Analysis, Nature of the Economy
- Cultural Environment, The Political-Legal Environment

#### B. International Marketing

- Variables of The Firm
- International Marketing Information, International Market Research, Evaluating Information, Information Sources
- Various Methods of Entry into Foreign Markets, Selection of Distribution Channels, Management of Global Logistics
- Elements of Promotion in International Marketing, International Advertising Programmes, Advertising Agencies
- Export Pricing and Terms, Managing Export Credit, Barter, Transfer Pricing, Strategies for Foreign Market Pricing

#### C. Managing Multi-Country Operations

- Developing Plans for Individual Markets, Strategic Planning
- Structure of a World Company, Centralization and Decentralization
- Controlling International Marketing

## M6. Strategic Marketing

### Aims

- To enable students to be an effective contributor to marketing decision-making
- To give students a conceptual framework for formulating marketing strategy

### Contents

#### A. Introduction to Strategy

- Three Levels of Strategy
- Marketing's Role in Formulating and Implementing Strategies

#### B. Corporate Strategy Decisions and Their Marketing Implications

- Criteria for Defining the Corporate Mission
- Corporate Growth Strategies
- Allocating Corporate Resources

#### C. Business Strategies and Their Marketing Implications

- Generic Business-level Competitive Strategies
- The Fit between Business Strategies and the Environment

#### D. Identifying Attractive Markets

- Macro Trend Analysis for Assessing Market Attractiveness
- Porter's Five Competitive Forces
- Critical Success Factors

#### E. Targeting Attractive Market Segments

- Choosing Attractive Market Segments
- Different Targeting Strategies Suit Different Opportunities

#### F. Formulating Marketing Strategies

- Marketing Strategies for New Market Entries
- Strategies for Growth Markets
- Strategies for Mature and Declining Markets

#### G. Implementation and Control

- Organizing and Planning for Effective Implementation
- Marketing Plans for Implementing Marketing Actions

## M7. Management Report

Submit a Report title



Write the Management Report under the supervision of the report guide appointed by the HKMA

The management report allows students to demonstrate their ability in applying their knowledge and skills to a real situation, usually within their own organization or based on a new business idea. Under the guidance of a supervisor, students are required to complete a comprehensive management plan including a logical sequence of analysis, decision rationale, steps of implementation, control and financial projection.

**Course contents of all modules may be subject to change if required without prior notice.**

## ADMISSION REQUIREMENTS

Applicants should fulfil the following requirements:

1. be secondary school graduates(F.5);
2. possess 2 or more years of working experience;
3. have a reasonable command of written/spoken English

## LANGUAGE MEDIUM

Cantonese (supplemented with English)

Course materials, mid-term assessments and final examinations will be in English.

## FEE (each module : HK\$2,980) - payable by 4 instalments

Term 1 HK\$2,980 x 3 modules	1st instalment HK\$2,235 + Application Fee: HK\$200	2nd instalment HK\$2,235	3rd instalment HK\$2,235	4th instalment HK\$2,235
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## REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

**Name of Institution: HKMA CEF Institution Code: 300**

**CEF Course Code: 21F02262-5**

**CEF Course Title: Professional Diploma in Marketing Management**

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants **MUST** submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

## EXEMPTION

Applicants who have studied similar courses before can apply for exemptions for up to 2 modules (Management Report is a non-exempted module) of the programme. The application form for exemption can be downloaded from our website [WWW.HKMA.ORG.HK/PD/PDMM](http://WWW.HKMA.ORG.HK/PD/PDMM).

## COMPLETION OF A MODULE AND AWARD OF DIPLOMA

### Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and the final examination. For the management report, the student is required to achieve a pass grade in the report.

### Completion of the Professional Diploma in Marketing Management Programme

Completion of the PDMM Programme requires a student after initial registration to pass the continuous assessments and final written examinations of all seven modules in two consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Marketing Management.

### Unsatisfactory Performance in a Module

On failing any one module at the first attempt, the student may sit once only for the remedial examination in the following term by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees. However, the maximum time for participants to complete the whole programme is 2 years.

## ENQUIRIES

For enrolment and general enquiries, please call 2774-8501 / 2774-8500 or Fax 2774-8503 (Customer Service Department) during normal office hours. For course details, please contact Ms Shirley Chan on 2774-8569.

Website: <http://www.hkma.org.hk/pd/pdmm>

Training Centres: <http://www.hkma.org.hk/trainingcentre>