

Professional Certificate in AI-Driven in Digital and Social Media Marketing (QF level 4)

AI 驅動數碼與社交媒體 市場營銷專業證書 (資歷架構第4級)



AIMS

The course aims to impart a sophisticated understanding of digital and social media marketing concepts, specifically focusing on the integration of AI technologies. It seeks to equip students with the necessary skills to leverage AI strategies effectively for marketing management and decision-making.

Date : 2026: 12/9, 10/10, 24/10, 14/11,
28/11, 12/12, 20/12 ; 2027: 16/1,
30/1, 13/2, 27/2 & 13/3 (Saturday/
Sunday)

Time : 10:00 am to 6:00 pm

Venue: PolyU Hung Hom Bay Campus /
PolyU West Kowloon Campus /
PolyU Main Campus

Medium of Instruction:
Cantonese supplemented with English

Course Fee: \$18,800

Early bird: \$16,800

COURSE STRUCTURE

UNIT 1

Digital Marketing Channels and Essentials

UNIT 2

Digital Consumer Behaviour and Social Media Marketing

UNIT 3

Generative AI and its Impact on Digital Marketing

UNIT 4

Digital Marketing Strategy, Campaign Development, Implementation, Practices and Evaluation

Capstone Project

Unit 1: Digital Marketing Channels and Essentials

1.1 Foundation of Digital Marketing

- Digital marketing as part of the marketing mix
- Digital marketing trends
- Characteristics and benefits of digital media



1.2 Digital Marketing Channels and Tools

- Website and landing page
- Display and programmatic advertising
- Email marketing
- Search engine marketing
- Social media marketing
- Mobile marketing
- Online video marketing

Unit 2: Digital Consumer Behaviour and Social Media Marketing

2.1 Digital Consumer Behavior – Consumer Behavior in Digital Age



2.2 Social Media Marketing

- Types of social media
- Social media for consumer insight
- Brand building with likable media
- Social media campaign planning
- Best practices on leading social media platforms
- Social media marketing metrics
- Influencer marketing and management
- Social listening and crisis management

Unit 3: Generative AI and its impact on Digital Marketing

3.1 Generative AI and application

- Introduction to AI: AI vs Generative AI
- Generative AI and related AI Generative Content (AIGC) for marketing

3.2 AI Generative Content (AIGC) for marketing

- Text to text Generative AI applications
- Generative AI applications for image creation
- Video Generative AI applications
- Other Generative AI applications

3.3 Use of AI and AIGC on Search Engine Marketing

3.4 Use of AI and AIGC on Social Media Marketing

3.5 Ethics and Privacy in AI-enhanced Marketing



Unit 4: Digital Marketing Strategy, Campaign Development, Implementation, Practices and Evaluation

4.1 Digital Marketing Strategy Development

- The internet and the marketing mix
- Digital marketing strategies and frameworks

4.2 Developing Effective Digital Marketing Campaigns

- Digital marketing frameworks, objectives and tactics
- Campaign planning and implementation
- Delivering the online customer experience
- Marketing communications with the right digital media channels
- Digital activation and integration
- Lead generation and conversion

4.3 Evaluating Digital Marketing Performance and Opportunities

4.4 Impact of AI on Digital Marketing Campaign and Strategy



Capstone Project Application of course learning to a real or simulated business scenarios

Lecturers and Guest Speakers

Dr Ken Fong 方健僑博士

(Course Leader)

DBA, MSc, MBA, BSSc, FCIM, FPVCBS, Chartered Marketer, Certified Digital Marketer, CITP



Dr Fong has extensive management experience as a business practitioner as well as an academician. As a business practitioner, he has been a serial entrepreneur and had worked for a SEHK listed technology company. As an academician, he is the Adjunct Professor at Hong Kong Polytechnic University. In addition, he has delivered a large number of lectures on digital marketing, e-commerce, technology innovation and retail management to audiences comprising university students and business executives.

Mr Edmund CHOI 蔡銘邦先生



Mr Choi is a digital communication and growth analytics professional with over 20 years of work experience in managing new media platforms. He played a leading role in the development of an online media platform and social media clusters which reached over 5 million unique users or followers monthly.

Mr Willy Lai 賴志偉先生



Mr Lai, Business Director of Fimmick, a leading Hong Kong based technology-driven digital marketing agency and the first local agency recognised as Facebook's Preferred Marketing Developer. He helps clients to go through the whole digital marketing process to ensure Fimmick meets or exceeds clients' expectations. His dedication has led Fimmick to remarkable success, such as winning the Social Media Agency of the Year Silver Award and Local Hero Award by Marketing magazine in 2014.

Mr Keith Li 李勁華先生



Mr Li is the Chairman of WTIA and co-founder/CEO of multi-award-winning Innopage Limited, which secured multiple angel funding rounds. He is a part-time lecturer at PolyU SPEED and Hong Kong Baptist University, with research interests in Generative AI and its business applications.

Mr Jansen Lu 呂贊柱先生



Mr Lu is a digital marketing consultant and corporate trainer running an agency serving Hong Kong and Asia Pacific, with further experience consulting for ad agencies and media companies. As a thought leader, he shares in-depth analysis on social listening and algorithms via his blog and YouTube channel. Jansen has a proven track record of helping clients, including in Hong Kong banking, turn complex online conversations into actionable business intelligence. He also runs a 100-person industry networking event, believing social media's true power is connecting real people.

Mr Shek Ka-wai 石嘉威先生



Mr Shek established the Online Marketing Player (OMP) which is a leading online learning platform providing online digital marketing lessons for enterprises. The vision of OMP is "We nurture SMEs with our knowledge on Internet". Accumulated by both online and offline lectures, OMP has provided training to over 3,000 entrepreneurs of SMEs from Hong Kong, Macau, Taiwan and Malaysia.

Lecturers and Guest Speakers

Mr Ivan So 蘇子賢先生



Mr So is a seasoned trainer with 18 years of SEO and WordPress experience. He built over 50+ sites to test SEO and exit a few after gaining lots of traffic. He is also a 5-time Amazon ebook best seller, MailChimp exited partner in Hong Kong and Shopify partner. Various top-tier corporates have invited him to be their instructor, including PayPal, HSBC, JobsDB, HKTDC, Canon and Mingpao

Mr Vincent Tsui 徐俊文先生



Mr Tsui is a marketing brand management professional. He is the founder of "Pinocchio Communications Limited" In addition to his entrepreneurial endeavors, he is a famous author and columnist for prominent publication in Hong Kong. Moreover, he has dedicated time and effort to education, serving as a part-time lecturer in various local institutes.

ENTRY REQUIREMENTS

Applicants must satisfy the following the requirements in **both (i) and (ii)**:

- (i) a. Complete a recognised diploma programme or above; OR
b. Mature candidates aged 25 or above before the start date of each intake.
- (ii) Have at least two years of work experience in sales & marketing, media & communications, public relations, administration, information technology or business development.

Applicants do not possess the above entry requirements will be considered on case-by-case basis. These applicants are required to attend an admission interview for better understanding of their goals and experiences.

PROFESSIONAL RECOGNITION

Students who have successfully completed the course, and fulfilled other requirements, are eligible for applying the Certified Digital Marketer of Hong Kong Association of Interactive Marketing (HKAIM). Approval is subject to the final decision of HKAIM.

CERTIFICATION

Students who have passed and completed the assessments, and attended at least 70% of the course will be presented with a Professional Certificate awarded by PolyU SPEED.



ENQUIRY

Tel: 3746 0360 / 3746 0733 (Ms Lai)

Email: ce.car@speed-polyu.edu.hk

Address: CPCE Academic Registry - Continuing Education, Room N301, 3/F, North Tower,
PolyU West Kowloon Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong

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