



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.

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

Date : 2026 : 12/12 ;
2027 : 9/1, 17/1, 20/2, 6/3, 20/3,
3/4, 17/4, 8/5, 22/5,
5/6, 19/6 (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

Theory to Practice

The course adopts an integrated learning approach that combines relevant academic theories, digital marketing concepts and strategic frameworks with practical applications and hands-on exercises. Students will apply their learning through case studies, campaign-planning activities, practical workshops and laboratory sessions involving digital marketing, generative AI, AI agents, marketing automation, vibe coding and data analytics.



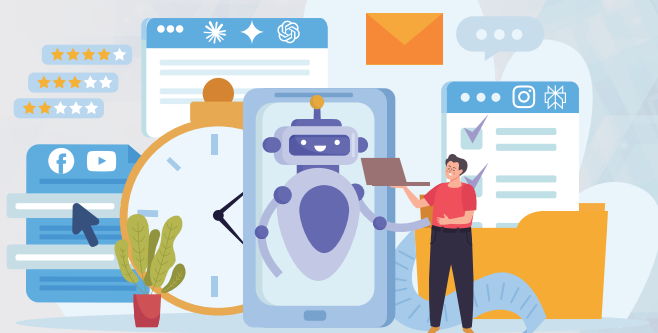
Industry Experts

The teaching team comprises lecturers with academic backgrounds and experienced industry practitioners, enabling students to benefit from both theoretical perspectives and current professional practices. Guest speakers may also be invited from time to time to share their expertise and insights on emerging trends, topical developments and practical issues in digital marketing and artificial intelligence.



Tools & Platforms

A range of contemporary digital marketing and AI-enabled platforms may be introduced to support practical learning. Examples may include ChatGPT, Google Gemini, Gemini Notebook and Poe; AI agent and workflow automation platforms such as Manus and n8n; vibe coding tools such as Cursor; and digital marketing platforms such as Google Ads, Meta Ads, Google Analytics and Google Search Console. The selection of platforms and tools may be updated from time to time in response to technological developments, industry practices and their relevance to the intended learning outcomes.



Practical Project

Students will also benefit from undertaking a group-based Capstone Project, through which they will apply the knowledge and skills acquired in the course to a real or simulated business scenario. The project provides an opportunity for students to integrate digital marketing concepts, AI-enabled applications, strategic planning, data-informed decision-making and practical problem-solving in a collaborative setting.

Course Content

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, FBCS, Chartered Marketer, Certified Digital Marketer, Chartered IT Professional Serial Entrepreneur



Digital Marketing and Generative AI Consultant and Thought Leader

Dr Fong has over 30 years of experience in ICT, digital marketing and generative AI. He currently serves as Course Leader and Continuing Education Advisor at PolyU SPEED and is Convenor of the GenAI Committee at HKAIM. He previously held academic leadership roles as an Adjunct Professor and Programme Director at The Hong Kong Polytechnic University.

Mr Edmund Choi 蔡銘邦先生



Digital Communication and Growth Analytics Professional

Mr Choi has over 20 years of experience in digital communication, SEO, media platform development and growth analytics. He played a leading role in developing one of Hong Kong's leading online media and social media platforms, with expertise spanning audience growth, Mainland Chinese social media—including WeChat and Xiaohongshu—and AI Search Optimisation (AEO/GEO).

Mr Willy Lai 賴志偉先生



Co-founder and CEO, FIMMICK

Mr Lai is Co-founder and CEO of FIMMICK, an AI business transformation agency that has evolved from its roots in digital marketing. He helps organisations apply AI workforce systems, data, automation, CRM and marketing technology to transform marketing, sales, content development and customer engagement.

Mr Keith Li 李勁華先生



Founder and Principal Trainer, Allytic AI; Chairman, WTIA

Mr Li is a technology entrepreneur, GenAI speaker and corporate trainer specialising in generative AI implementation and business transformation. Through Allytic AI, he delivers executive seminars and practical workshops that help organisations apply AI technologies to operations, innovation and workforce development.

Mr Jansen Lu 呂贊柱先生



Digital and Social Media Consultant and Corporate Trainer

Mr Lu advises organisations on digital and social media strategy and delivers professional training for business audiences. His expertise includes social listening, market intelligence, digital campaign planning and the application of social platform algorithms to marketing decision-making.

Mr Shek Ka-wai 石嘉威先生



Founder, Online Marketing Player

Mr Shek founded Online Marketing Player, a digital learning platform that provides practical marketing and AI education to enterprises and entrepreneurs. His expertise includes generative AI, agentic AI, marketing automation and SME enablement. He was Champion of the Individual Track at the inaugural IAB HK C25 Agentic AI Challenge.

Lecturers and Guest Speakers

Mr Ivan So 蘇子賢先生



SEO and Generative AI Consultant

Mr So has over 20 years of practical experience in SEO, WordPress and digital marketing. He specialises in generative AI, AI Search Optimisation (AEO/GEO) and digital performance, helping businesses improve visibility across conventional search engines and AI-generated search results.

Mr Vincent Tsui 徐俊文先生



Founder, Pinocchio Communications Limited

Mr Tsui is a marketing and brand management professional with experience in entrepreneurship, communications and education. In addition to leading Pinocchio Communications Limited, he is an author and columnist and has served as a part-time lecturer at various tertiary education institutions in Hong Kong.

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

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