

# DIGITAL MARKETING FOR EXECUTIVES

Implementing digital marketing strategies  
and tactics for growth



26  
Jun  
2024  
(Wed)  
Hong Kong



# DIGITAL MARKETING FOR EXECUTIVES

By HKUST Business School Executive Education Office



Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

## Program Overview

Digital and social media are key channels to reach, acquire, and engage customers. Yet, as online marketing tools, consumer trends, and regulations are ever-changing, a key challenge for organizations is to strategically use digital marketing in a dynamic environment. In this highly interactive program, we will examine critical elements in tactics such as mobile marketing and also explore digital marketing strategies to navigate the raising data privacy and protection regulations. Beside looking at specific marketing tactics, we will discuss how to develop holistic digital marketing strategies and optimize marketing budget across different digital channels and tools. This program is designed to help you improve the effectiveness and ROI of your marketing strategy.

## Program Objectives

- Understand critical and strategic elements in various digital marketing tactics and activities
- Gain deeper insights into consumers in the digital world
- Learn fundamentals to take advantage of new developments in digital marketing, online consumer trends, and regulations
- Know how to develop holistic marketing strategy and plan

## Program Benefits

Through this program, you will learn the following:

- Leveraging mobile marketing for customer acquisition and conversion
- Implementing digital marketing tactics to overcome data protection regulations challenges
- Planning performance-based marketing budget
- Synergizing digital marketing tactics for end-to-end consumer journey

Upon completion of the program, participants will receive a certificate of participation issued by HKUST Business School.

## Who Should Attend

Executives and managers who are responsible for developing and implementing digital marketing strategies, building marketing capabilities, and driving sales and customer growth in their organizations.

## Open Programs 2023 Participant Profile

Work Experience Average 19 yrs

Master/ Doctoral degree holder  
50%

46%  
Bachelor degree holder

4%  
Others

### Position

C Level Executives, Vice President, General Manager, Director, Regional Head, Department Head, Manager, Professionals, etc.



## World Class Faculty

### Professor Tat Koon Koh

PhD, Carnegie Mellon University

Associate Professor, Department of Information Systems, Business Statistics and Operations Management

Program Director, Global Business Program

HKUST Business School

Professor Tat Koon Koh is an Associate Professor in Information Systems and Program Director of Global Business Program at HKUST. He received his Ph.D. and MSc. from Carnegie Mellon University, and B.Bus from Nanyang Technological University.

Professor Koh accumulated a rich set of e-business experiences that is motivating his academic and professional interests. One of the fun/crazy things he has done (to date) was to co-found an online Business-to-Business exchange during his freshman year (in late 1990s). The startup was an ideal platform for him to experiment and implement various e-business strategies such as growth hacking and freemium revenue model, long before these concepts have taken root in the tech world.

Professor Koh has advised various tech startups (including those by HKUST undergraduate, MBA, and EMBA students) on their business ideas and strategies. He has also consulted and/or conducted workshops for executives from organizations such as CITIC Pacific, GIC Special Investments, Hong Kong News Executives' Association, Journalism Education Foundation (Hong Kong), Hong Kong SAR Government, Manulife, Microsoft Operations, Ministry of Defence (Singapore), Nokia, Saudi Arabia Institute of Public Administration, Singapore Institute of Management, Singapore Tourism Board, SmarTone, Sri Lanka Securities and Exchange Commission, Star Cruises, Tan Tock Seng Hospital, and United Overseas Bank. He has supervised corporate projects for organizations such as GSK, Klook, Nike, SmarTone, Sony, Starbucks, and Tencent. He has received HK\$2.3M+ in competitive research grants and awards for research and teaching.

Professor Koh's current research covers digital economy, digital marketing, digital transformation and innovation, and digital platform design and strategy. His research has published in scholarly journals including *Information Systems Research*, *MIS Quarterly*, *Small Group Research*, *Journal of the Association for Information Systems*, and *International Journal of Information Management*.

## Program Content

- Customer engagement in mobile-driven economy: leverage mobile marketing for customer acquisition and conversion
- Digital marketing and rising data regulations: develop tactics to overcome data protection and regulations challenges
- Marketing budget optimization: strategize performance-based marketing budget allocation
- Holistic digital marketing strategy: synergize marketing tactics for end-to-end consumer journey

Guest speaking session may be arranged for experience sharing and insights exchange.

## ▪ Fees

Program Fee	HK\$8,500
Early bird (by 31 May 2024)	HK\$7,500
HKUST Alumni # or Corporate rate/Group participation*	HK\$6,500

Program fee includes tuition, all teaching materials, refreshment and lunch

# Including participants of our open programs

\* 3 or more concurrent registrations

## ▪ Daily Schedule

9:30am – 12:45pm	Morning Session
12:45pm – 1:45pm	Lunch
1:45pm – 5:00pm	Afternoon Session

Daily schedule is subject to change

## ▪ Venue

HKUST Business School Executive Education Suite  
3/F, Lee Shau Kee Business Building  
The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong

## ▪ Contact & Registration

Registration deadline: 14 June 2024

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to “The Hong Kong University of Science and Technology”** to:

### Mr. Garrie Pang, Assistant Manager

HKUST Business School Executive Education Office  
Room 3011, Lee Shau Kee Business Building  
The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr. Garrie Pang)  
(852) 2358 7541 (Ms. Christine Chan)  
✉ ExecEd@ust.hk  
🌐 [execed.hkust.edu.hk](http://execed.hkust.edu.hk)

Program fee is due upon acceptance of application.

Program details will be sent to participants by email 10 days prior to the program commencement date. If participants do not receive it accordingly, please contact us.

*Places are available on a first come, first served basis.*

*HKUST Business School reserves the right to make any amendments to the program without prior notice.*

## ▪ Cancellation and Refund Policy

A 50% refund of program fee is available for cancellation received in writing at least 4 weeks prior to the program commencement date.



Website



WeChat

# HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAM

## REGISTRATION FORM

*(Photocopy of this form is accepted)*

Please return the completed registration form to our office:

Mr. Garrie Pang, Assistant Manager  
HKUST Business School Executive Education Office  
Room 3011, Lee Shau Kee Business Building  
The Hong Kong University of Science & Technology  
Clear Water Bay, Kowloon, Hong Kong

✉ : ExecEd@ust.hk ☎ : ( 852 ) 2335 5836

*Please affix your business Card here*

Program Name & Date: \_\_\_\_\_

### PARTICIPANT INFORMATION

Last Name (Mr / Mrs / Ms / Dr \*) : \_\_\_\_\_

Given Name : \_\_\_\_\_

Name to be printed on the certificate : \_\_\_\_\_

Job Title : \_\_\_\_\_

Company : \_\_\_\_\_

Industry : \_\_\_\_\_

Job Responsibilities : \_\_\_\_\_

Correspondence Address (Office / Home\*) : \_\_\_\_\_

Telephone : \_\_\_\_\_ (Office) \_\_\_\_\_ (Mobile)

Email : \_\_\_\_\_ Fax : \_\_\_\_\_

Highest Degree Obtained : \_\_\_\_\_

Work Experience (Number of years) : \_\_\_\_\_

If you are HKUST student or alumni, please fill in the following :

Program currently studying or graduated : \_\_\_\_\_

Year of graduation : \_\_\_\_\_ Student ID : \_\_\_\_\_

*All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.*

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

*\* Please delete where inappropriate*