



香港學術及職業資歷評審局  
Hong Kong Council for Accreditation of  
Academic & Vocational Qualifications

評審報告（摘要）

**AD-Linkage Limited**

課程評審

電商及績效營銷實戰專業證書

及

課程覆審

跨境電子商務證書  
數碼營銷實戰專業證書

**2021 年 9 月**

## 1. 評審服務的職權範圍

1.1 香港學術及職業資歷評審局(評審局)根據《學術及職業資歷評審條例》(第 592 章)(下稱《條例》)賦予其「評審當局」的職權,受 AD-Linkage Limited(以下簡稱為「營辦者」)所託,根據訂立的服務協議書(編號:VA1285)內有關下列之職權範圍,為營辦者進行「課程評審」及「課程覆審」:

(a) 根據《條例》進行評審,以決定營辦者的以下課程是否能達到聲稱的目標及資歷級別的標準,成為已通過評審的課程,並可以由營辦者開辦:

(i) 電商及績效營銷實戰專業證書;及

(b) 根據《條例》進行評審,以決定營辦者的以下課程是否能達到聲稱的目標及資歷級別的標準,成為已通過評審的課程,並可以由營辦者繼續開辦:

(ii) 跨境電子商務證書;

(iii) 數碼營銷實戰專業證書;及

(c) 向營辦者發放評審報告,當中列明評審局就 (a) 及 (b) 作出的決定。

1.2 評審乃根據訂立的服務協議書內列明之相關指引而進行。評審小組已於 2021 年 7 月 21 日進行實地考察。

## 2. 評審局之評定

### 課程評審

#### 《電商及績效營銷實戰專業證書》

2.1 評審局評定《電商及績效營銷實戰專業證書》達到聲稱的目標及資歷級別第 4 級的標準,成為已通過評審的課程,課程的評審資格有效期由 2022 年 1 月 1 日至 2023 年 12 月 31 日。

### 2.2 有效期

2.2.1 課程評審資格有效期方可開始,課程有效期將於以下指定日期開始生效。

2.3 課程評審之評定如下:

營辦者名稱	AD-Linkage Limited
資歷頒授者名稱	AD-Linkage Limited
進修課程名稱	Professional Certificate in Practical Performance Marketing for E-commerce 電商及績效營銷實戰專業證書
資歷名稱（結業資歷）	Professional Certificate in Practical Performance Marketing for E-commerce 電商及績效營銷實戰專業證書
主要學習及培訓範疇	商業及管理
子範疇(主要學習及培訓範疇)	綜合商業管理
其他學習及培訓範疇	不適用
子範疇(其他學習及培訓範疇)	不適用
行業	不適用
行業分支	不適用
資歷架構級別	第 4 級
資歷學分	9
授課模式及修讀期	兼讀制，1.5 個月 93 學時（包括 33 面授時數）
中段結業資歷	不適用
有效期	2022 年 1 月 1 日至 2023 年 12 月 31 日
招收學員次數	不適用
新學員人數上限	每班學員人數上限為 15 人 每年上限 12 班
「能力標準說明」為本課程	<input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否
「通用（基礎）能力說明」為本課程	<input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否
「職業階梯」課程	<input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否
於資歷名冊上顯示的其他資料	不適用

授課地址	Flat 1201, 12/F, Fortress Tower, 250 King's Road, North Point 北角英皇道 250 號北角城中心 12 樓 1201 室
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## 課程覆審

### 《跨境電子商務證書》 《數碼營銷實戰專業證書》

- 2.4 評審局評定《跨境電子商務證書》達到聲稱的目標及資歷級別第 2 級的標準，成為已通過評審的課程，課程的評審資格有效期由 2022 年 1 月 1 日至 2023 年 12 月 31 日。
- 2.5 評審局評定營辦者的《數碼營銷實戰專業證書》達到聲稱的目標及資歷級別第 4 級的標準，成為已通過評審的課程，課程的評審資格有效期由 2022 年 1 月 1 日至 2023 年 12 月 31 日。
- 2.6 有效期
- 2.6.1 課程有效期將於以下指定日期開始生效。
- 2.7 課程覆審之評定如下：

營辦者名稱	AD-Linkage Limited	
資歷頒授者名稱	AD-Linkage Limited	
進修課程名稱	Certificate in Cross-border E-commerce 跨境電子商務證書	Professional Certificate in Practical Digital Marketing 數碼營銷實戰專業證書
資歷名稱（結業資歷）	Certificate in Cross-border E-commerce 跨境電子商務證書	Professional Certificate in Practical Digital Marketing 數碼營銷實戰專業證書
主要學習及培訓範疇	商業及管理	
子範疇（主要學習及培訓範疇）	綜合商業管理	
其他學習及培訓範疇	不適用	
子範疇（其他學習及培訓範疇）	不適用	

行業	不適用	
行業分支	不適用	
資歷架構級別	第 2 級	第 4 級
資歷學分	6	9
授課模式及修讀期	兼讀制，1.5 個月 60 學時（包括 30 面授 時數）	兼讀制，1.5 個月 93 學時（包括 33 面授時 數）
中段結業資歷	不適用	
有效期	2022 年 1 月 1 日至 2023 年 12 月 31 日	
招收學員次數	不適用	
新學員人數上限	每班學員人數上限為 15 人 每年上限 5 班	每班學員人數上限為 15 人 每年上限 12 班
「能力標準說明」為 本課程	<input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否	
「通用（基礎）能力 說明」為本課程	<input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否	
「職業階梯」課程	<input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否	
於資歷名冊上顯示 的其他資料	不適用	
授課地址	Flat 1201, 12/F, Fortress Tower, 250 King's Road, North Point 北角英皇道 250 號北角城中心 12 樓 1201 室	

## 2.8

### 建議

評審局向營辦者作出以下建議，以作持續改善。

建議
所有課程
建議1
營辦者應貫徹執行既定的收生政策及程序，以確保能有效地處理及監管非常規收生的情況。營辦者亦應運用相關的課程數據，定期檢視相關收生政策是否

合適，以確保獲取錄的學員在一般情況下能修畢課程。

### 建議2

營辦者應為課程管理及培訓人員持續提供資歷架構相關的培訓，以確保他們對資歷級別的標準及發展有相關認識。

### 建議3

營辦者應檢視及更新《質素保證手冊》的內容，確保當中的資料清晰、準確及完整，並採取措施促進不同執行質素保證工作的人員對課程質素保證程序的了解，以讓他們能更有效地發揮其職能。

- 2.9 評審局將隨後參考相關資料，其中之一就是營辦者能履行於本評審報告中述明的任何「條件」和一直遵從述明的任何「限制」，以證實營辦者是有能力持續達致其聲稱的目標及其課程是否持續符合標準以達致其聲稱的課程目標。為免生疑問，維持評審資格取決於營辦者能履行及遵從於本評審報告中述明的任何「條件」和「限制」。

## 3. 簡介

- 3.1 AD-Linkage Limited（營辦者）為一家數碼營銷公司，自 2008 年起開辦數碼營銷課程。營辦者已獲資歷級別第四級初步評估資格。

## 4. 課程資料

以下課程資料乃由營辦者提供。

### 4.1 課程目標

#### 《電商及績效營銷實戰專業證書》

This learning programme aims to provide students with the theories, concepts, and knowledge of performance marketing and e-commerce, enabling them to master and apply the knowledge and ability to differentiate between performance marketing and traditional digital marketing, and cultivating their ability to act proactively and make informed decisions in an ever-changing business environment. Throughout the programme, students will be taught the specific techniques of various tools in performance marketing and e-

commerce, including the establishment of e-shop with SaaS platform, the construction of shopping and product catalog advertisements via Google Ads and Facebook Ads Manager, and the building of retargeting advertisements. Upon completion of the programme, students will be able to master the skills through lecturer demonstrations and practical sessions and put theory into practice.

#### 《跨境電子商務證書》

This learning programme aims to provide students with the concepts, knowledge, and techniques of e-commerce, enabling them to discuss various business and legal issues associated with the conduct of e-commerce and master multiple practical skills and knowledge. Throughout the programme, students will be taught the basic functions, benefits, limitations, strategies, and specific techniques of various tools in cross-border e-commerce platforms such as eBay, Amazon, Taobao, Shopify, etc. Upon completion of the programme, students will be able to understand the applications of various digital marketing media and tools.

#### 《數碼營銷實戰專業證書》

This learning programme aims to provide students with the theories, concepts, and knowledge of digital marketing, enabling them to master and apply the knowledge and ability to act proactively and make informed decisions in an ever-changing business environment. Throughout the programme, students will be taught the basic functions, merits, strategies and specific techniques of using various tools in digital marketing such as display advertising, search engine marketing, mobile advertising, social media promotions, website management, e-commerce, etc. Throughout the programme, students will be able to put theory into practice through case studies. Upon completion of the programme, students will be able to understand the applications of various digital marketing media and tools, and utilize information to develop and execute digital marketing campaigns

### 4.2 課程擬定學習成效

#### 《電商及績效營銷實戰專業證書》

Upon completion of the programme, students should be able to:

1. Understand various digital marketing media, master the techniques of using relevant application tools (including analytics software, e-shop builder, Facebook Catalog, and Google Shopping Ads), and have an in-depth understanding of their applications, merits and shortcomings;
2. Apply relevant digital marketing concepts, techniques and knowledge to improve performance marketing effectiveness;

3. Set up an e-shop and review the quality and quantity of performance marketing strategies implemented during the process, probe the challenges encountered and provide timely response, analyze and compare the difference of the outputs before and after the strategies are implemented, and provide appropriate suggestions for improving the effectiveness of performance marketing strategies;
4. Conduct logical and in-depth analysis to investigate the factors leading to the success or failure of Google Shopping Ads and Facebook Catalog advertising campaigns; and
5. Apply digital marketing analytics tools (such as Google Analytics) to probe target audience, monitor daily performance of e-shop webpage and respond to it timely, plan approaches to obtain and use information, and choose appropriate methods and data to justify results and choices.

#### 《跨境電子商務證書》

Upon completion of the programme, students should be able to:

1. Explain how to use e-commerce for online business in China and overseas markets;
2. Explain the advantages and disadvantages of using e-commerce in a business;
3. Understand the relationship between e-commerce and various commercial and legal affairs;
4. Compare and discuss the advantages and limitations of different e-commerce platforms; and
5. Apply the knowledge from the programme to improve the profitability of e-commerce.

#### 《數碼營銷實戰專業證書》

Upon completion of the programme, students should be able to:

1. Understand various digital marketing media, master the technique of using relevant application tools (including analytics software, website builder, Facebook Catalog, and Google Shopping Ads), and have an in-depth understanding of their applications, merits and shortcomings;
2. Apply digital marketing theory, technique and knowledge in response to the rapidly changing marketing environment in Hong Kong, formulate creative marketing ideas, and manage relevant resources to assist local small and medium enterprises in promoting their brand, product, information, and event;
3. Evaluate the nature and quality of the outputs of digital marketing strategies implemented, probe the challenge in marketing and provide timely response, and analyze and compare the difference of the outputs before and after the strategies are implemented, to

- provide the suggestion for appropriate change that can improve marketing effectiveness;
4. Conduct logical and in-depth analysis to investigate the factors leading to the success or failure of digital and social media marketing campaigns; and
  5. Apply digital marketing analytics tools (such as Google Analytics) to probe target audience, monitor daily performance of marketing medium and respond to it timely, plan approaches to obtain and use information, and choose appropriate methods and data to justify results and choices.

#### 4.3 課程結構

##### 《電商及績效營銷實戰專業證書》

課題	資歷學分
(1) Performance Marketing Overview	9
(2) E-shop Set-up and Development (1)	
(3) E-shop Set-up and Development (2)	
(4) E-shop Set-up and Development (3)	
(5) Google Shopping Ad and Development (1)	
(6) Google Shopping Ad and Development (2)	
(7) Facebook Product Catalog (1)	
(8) Facebook Product Catalog (2)	
(9) Google Analytics (GA) and Re-tracking Concept (1)	
(10) Google Analytics (GA) and Re-tracking Concept (2)	
(11) Examination	
總計：	9

##### 《跨境電子商務證書》

課題	資歷學分
(1) Practical Tips in Operation of eBay	6
(2) Practical Tips in Operation of Amazon (1)	

(3) Practical Tips in Operation of Amazon (2)		
(4) Practical Tips in Operation of Amazon (3)		
(5) Practical Tips in Operation of Taobao Shop (淘寶實戰操作)		
(6) Practical Tips in Operation of E-shop		
(7) Total Solutions on E-commerce Marketing Strategies in China – KOL/Streaming/Video (電子商務中國營銷策略總體解決方案 – 網紅/直播/視頻)		
(8) Total Solutions on E-commerce Marketing Strategies in China – WeChat Official Account Management and Keywords (電子商務中國營銷策略總體解決方案 – WeChat 官方帳號管理及關鍵詞)		
(9) Presentation and Examination		
<b>總計：</b>		<b>6</b>

《數碼營銷實戰專業證書》

課題	資歷學分
(1) Website Development and E-Commerce, Online Shopping and Online payment	9
(2) Practical Search Engine Marketing (SEM) (1)	
(3) Practical Search Engine Marketing (SEM) (2)	
(4) Digital Marketing, Market Trends and E-mail Marketing	
(5) Practical Facebook Marketing (1)	
(6) Practical Facebook Marketing (2)	
(7) Display and Mobile Marketing	
(8) Content Marketing, Big Data and YouTube Marketing	
(9) Search Engine Optimization (SEO)	
(10) Practical Google Analytics (GA)	
(11) Examination	
<b>總計：</b>	<b>9</b>

4.4 收生條件

《電商及績效營銷實戰專業證書》

- Hold a Higher Diploma or Associate Degree (QF Level 4); or
- Attain Level 2 in five subjects (including English Language) in the HKDSEE or equivalent educational qualification (such as Diploma Yi Jin) and have two years of working experience; or
- Attain a pass in four subjects (including English Language) in HKCEE or equivalent educational qualification and have two years of working experience; or
- Hold a Certificate (at QF Level 3) in Marketing, Business or a related subject and have five years of working experience

《跨境電子商務證書》

- Attain Level 2 in five subjects (including Chinese Language and English Language) in the HKDSEE or equivalent educational qualification (such as Diploma Yi Jin); or
- Attain a pass in five subjects (including Chinese Language and English Language) in HKCEE; or
- Complete Form 3 education and have one year of working experience

《數碼營銷實戰專業證書》

- Hold a Higher Diploma or Associate Degree (QF Level 4); or
- Attain Level 2 in five subjects (including English Language) in the HKDSEE or equivalent educational qualification (such as Diploma Yi Jin) and have two years of working experience; or
- Attain a pass in four subjects (including English Language) in HKCEE or equivalent educational qualification and have two years of working experience; or
- Hold a Certificate (at QF Level 3) in Marketing, Business or a related subject and have five years of working experience

4.5 畢業要求

《電商及績效營銷實戰專業證書》

- Attain a minimum attendance rate of 70%; and
- Pass all assessment tasks with a minimum score of 50%

《跨境電子商務證書》

- Attain a minimum attendance rate of 70%; and
- Pass all assessment tasks with a minimum score of 50%

《數碼營銷實戰專業證書》

- Attain a minimum attendance rate of 70%; and

- Pass all assessment tasks with a minimum score of 50%

## 5. 有關本評審報告的重要資訊

### 5.1.1 更改或撤回本評審報告

5.1.2 評審局根據《條例》第 5 條發放本評審報告，述明其重要評審決定、包括評審的有效期以及規限評審效力的「條件」或「限制」。

5.1.3 評審局如信納《條例》第 5 條第(2) 款所列舉的任何一項情況為適用，可於日後決定更改或撤回評審報告，情況包括營辦者不再具能力以達致其所訂定的目標及／或其課程不再符合標準以達致其所訂定的課程目標（無論是基於營辦者無法履行按本評審報告述明的任何「條件」／或無法遵從任何「限制」的要求，或基於其他原因）；或在評審局向營辦者發放評審報告後，營辦者在評審資格有效期內曾作出重大修改，而該等修改並未獲得評審局批准。營辦者如需向評審局申請批准重大修改，請參閱載於本局網頁的《評審資格重大修改須知》。

5.1.4 倘若評審局決定更改或撤回評審報告，將會根據《條例》第 5 條第(4) 款，以書面通知營辦者有關更改或撤回評審報告的決定。

5.1.5 當評審資格有效期屆滿或評審局發出撤回本評審報告的書面通知後，營辦者及／或課程之評審資格將立時失效。

## 5.2 上訴

5.2.1 若營辦者對評審報告中作出的評定感到受屈，根據《學術及職業資歷評審條例》（第 592 章）第 3 部，營辦者有權向上訴委員會提出上訴。任何上訴必須於收到評審報告的 30 天內提交。

5.2.2 若營辦者就評審局更改或撤回評審報告的決定感到受屈，可根據《學術及職業資歷評審條例》（第 592 章）第 3 部向上訴委員會提出上訴。任何上訴必須於收到撤回評審報告之通知的 30 天內提交。

5.2.3 營辦者應注意有關撤回評審報告之通知並不同評審報告，營辦者若就評審的重要評定而感到受屈，只可就評審報告提出上訴。

5.2.4 如欲瞭解上訴規則的詳情，請參考第 592A 章 ([www.elegislation.gov.hk](http://www.elegislation.gov.hk))。有關上訴程序的細節已列明於《條例》第 13 條，該條文亦已上載到資歷架構的網頁：[www.hkqf.gov.hk](http://www.hkqf.gov.hk)。

## 5.3 資歷名冊

5.3.1 獲評審局評定為符合評審資格的資歷，屬資歷架構認可，並具備條件上載到資歷名冊 [www.hkqr.gov.hk](http://www.hkqr.gov.hk)。營辦者須向評審局相關部門另行申請，上載已通過質素保證的資歷於資歷名冊。

5.3.2 學員在課程的評審有效期內開始修讀該項已通過評審並已載於資歷名冊的課程，並成功修畢課程後，其所得資歷方為資歷架構認可。

Ref: VA253/02/01a, 02a & 03

評審局報告編號：21/96