








賽馬會「知情達意育優才」計劃


Jockey Club "Gifted in Bloom-Harmony in Heart & Mind" Programme


Creative Advertising Skills: Love, Derivative Works & Viral Marketing (JC3C-S111)

Introduction	<p>Advertising is one of the most misunderstood business functions. Many equate advertising with TV commercials and reckon knowledge associated with advertising is merely 'common sense'. However, advertising requires specialised and scientific tools to conduct sound and effective strategies and tactics.</p> <p>This course introduces the basic concepts and skills in advertising, providing students with marketing tools to analyse case studies and related issues of human emotion connection, derivative works and viral marketing. We encourage students to share their observations, thoughts and feelings and create a supportive atmosphere for their learning in both advertising and awareness and communication skills in emotion.</p>
Programme Type / Level	Marketing Social Enterprise Course (Level 3) (Token-required)
Instructor(s)	To be confirmed
Target Participants 	<ul style="list-style-type: none"> ➤ S1 to S6 HKAGE student members ➤ Class size: 20 ➤ Participants should be able to make commitment, be responsible to oneself as well as to the world, and willing to discuss, elaborate, present their in-depth thoughts.
Medium of Instruction 	Cantonese with Chinese & English handouts
Mode of Instruction	Face to face
Certificate 	<p>Certificate will be awarded to participants who have:</p> <ul style="list-style-type: none"> ❖ Attended at least 5 sessions; AND ❖ Completed all the assignments with satisfactory performance
Intended Learning Outcomes 	<p>Upon completion of the programme, participants should be able to:</p> <ol style="list-style-type: none"> 1. Explain the dynamic interaction of the business-customer relationship for the magnifying impact of a corporate message and image; 2. Demonstrate the use of marketing analytics tools in case studies: Love & Emotion, Derivative Works & Viral Marketing, etc.; 3. Create an advertisement that illustrates different marketing techniques and tools for social enterprises with an emphasise on kindness and caring.
Screening 	<p>Please answer the screening questions in the online application form.</p> <p>*The screening question is designed to help the applicants understand the course level and content. The question must be answered by the applicants and can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the question. Only applicants who can demonstrate motivation and awareness in an advertisement and business in the screening question can be enrolled in the programme.</p> <p>No selection needed. First-come-first-served.</p>
Application Deadline	25-May 15 June 2020 (before 12 noon)
Application Result Release Date	29-May 22 June 2020 (Accepted applicants will be informed by the HKAGE via email. Please complete the confirmation slip and return it to the HKAGE by fax / email (jc@hkage.org.hk) / post on or before 5 29 June 2020. Late reply will be considered as withdrawal.)



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Schedule 	Session	Date	Time	Content	Venue
<p>(The dates may be postponed subject to development of coronavirus epidemic and EDB guidance. Please pay close attention to email notifications and announcements in the HKAGE website.)</p>	1	20 (Mon) July 2020 (face to face lesson) (online lesson)	9:30 a.m. – 12:30 p.m.	<ul style="list-style-type: none"> ● Creating Customer Value ● Market segmentation, Market targeting, Differentiation and positioning ● Case study 	HKAGE Room-204 Will be delivered by online platform
	2	22 (Wed) July 2020 (face to face lesson) (online lesson)	9:30 a.m. – 12:30 p.m.	<ul style="list-style-type: none"> ● 4Ps in Marketing: Product, Price, Place, Promotion ● Case study 	To be confirmed Will be delivered by online platform
	3	24 (Fri) July 2020 (face to face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Derivative Works and Parody ● Re-connecting originals ● Case analysis 	To be confirmed Will be delivered by online platform
	4	27 (Mon) July 2020 (face to face lesson) (online lesson)	9:30 a.m. – 12:30 p.m.	<ul style="list-style-type: none"> ● Human connection Strategy: Love & emotion ● Case analysis 	HKAGE Room-204 Will be delivered by online platform
	5	29 (Wed) July 2020 (face to face lesson) (online lesson)	9:30 a.m. – 12:30 p.m.	<ul style="list-style-type: none"> ● Digital Marketing, Big Data in marketing ● Viral Marketing & Social Network and Media ● Case analysis 	To be confirmed Will be delivered by online platform
	6	29 (Wed) July 2020 (face to face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Creating Advertising Strategies and Content ● Presentation 	To be confirmed Will be delivered by online platform

Enquiries  For enquiries, please contact us at 3940 0513 / 3940 0514 or email to jc@hkage.org.hk.