

Sustainability and Product Marketing

(E1TEC003W)

Introduction	There are various types of batteries and they are widely used, hence posing problems in their recycling and disposal. In this programme, students will learn about the history and development of environmentally friendly batteries, as well as issues relating to sustainable energy. They will also learn how to promote commercial products with environmentally friendly concepts through activities conducted at the workshop.														
Programme Type / Level	Sustainability and Product Marketing Workshop (Level I) (Token-required)														
Instructor(s)	Representatives from GP Batteries Marketing (HK) Ltd														
Pre-requisite	No special prerequisites are needed														
Target Participants	<ul style="list-style-type: none"> ➤ S3 to S6 HKAGE student members only in 2021/22 school year ➤ Class size: 25 														
Medium of Instruction	Cantonese with English or Chinese handouts														
Certificate	<p>E-Certificate will be awarded to participants who have:</p> <ul style="list-style-type: none"> ❖ Attended ALL 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 importance of making more environmentally friendly battery products; 2. promote a product with sustainability concept through a proper marketing process. 														
Application Procedure	<p>Please answer the screening question in the online application form. *The screening question is designed to help the applicant understands the course level and the course content. The question must be answered by the student applicant and it 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.</p>														
Application Deadline	16 Dec 2021 12:00 n.n	Application Result Release Date	17 Dec 2021												
If student members withdraw from the programme after the Application Deadline, the token will be deducted.															
Schedule	<table border="1"> <thead> <tr> <th>Session</th> <th>Date</th> <th>Time</th> <th>Venue</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>24 Dec</td> <td rowspan="3">10:00 a.m. – 12:00 n.n</td> <td rowspan="3">6/F, Building 16W, 16 Science Park West Avenue, Hong Kong Science Park(Map)</td> </tr> <tr> <td>2</td> <td>28 Dec</td> </tr> <tr> <td>3</td> <td>31 Dec</td> </tr> </tbody> </table>	Session	Date	Time	Venue	1	24 Dec	10:00 a.m. – 12:00 n.n	6/F, Building 16W, 16 Science Park West Avenue, Hong Kong Science Park(Map)	2	28 Dec	3	31 Dec		
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Enquiries	For enquiries, please contact us on 3940 0101 or email at programme@hkage.org.hk .														