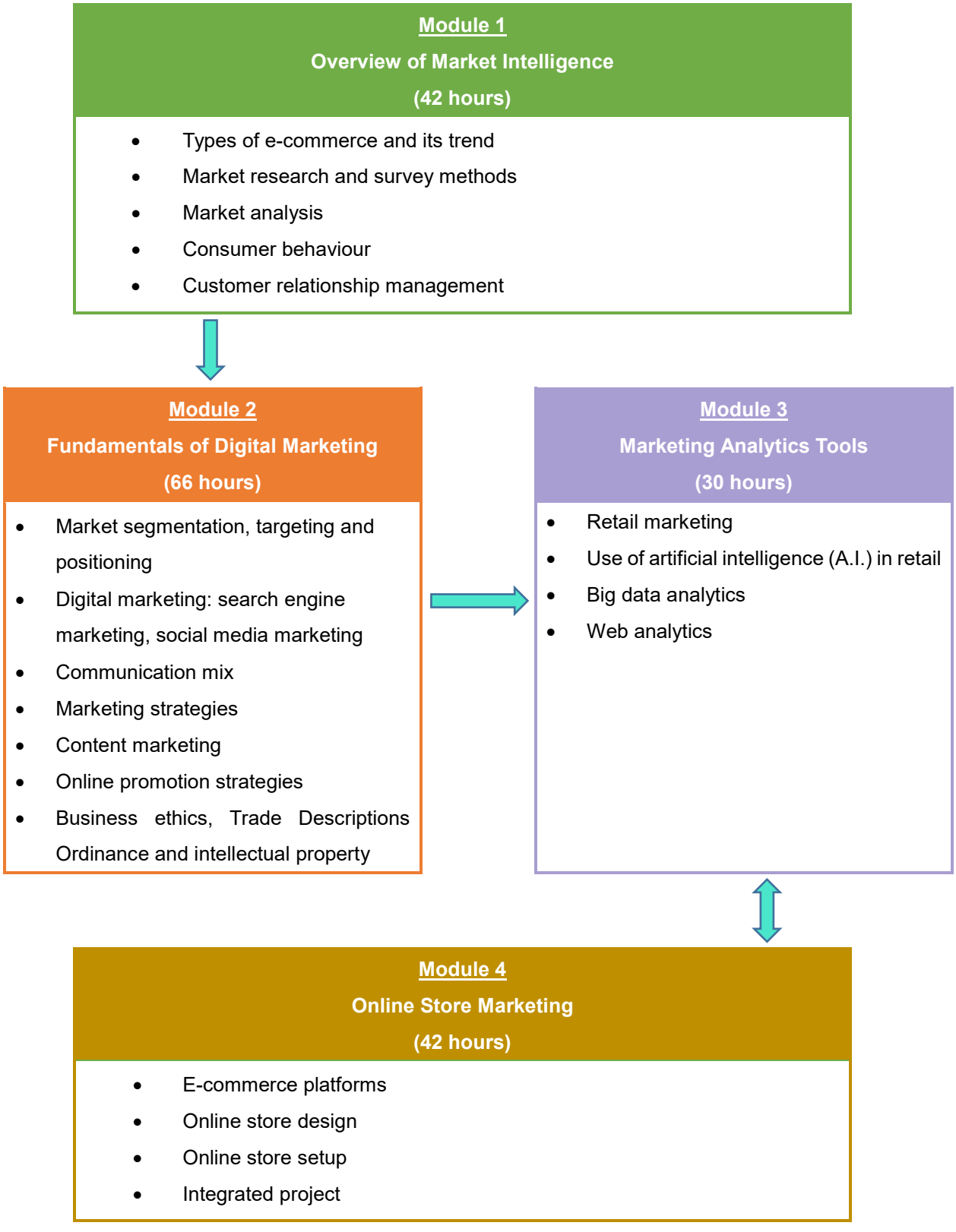
Applied Learning

2024-26 Cohort; 2026 HKDSE

Item	Description
1. Course Title	Marketing and Online Promotion
2. Course Provider	School of Continuing and Professional Education, City University of Hong Kong
3. Area of Studies/ Course Cluster	Business, Management and Law/ Business Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	Upon completion of the course, students should be able to: (i) apply knowledge and skills in conducting information research in specific market, and marketing goods and services online; (ii) demonstrate a basic understanding of business operations; (iii) interpret digital marketing and online promotion trend and development relevant to specific goods or services; (iv) formulate marketing plans and strategies for particular markets; (v) demonstrate a basic understanding of professional ethics and social responsibility in marketing and online promotion; and (vi) enhance self-understanding and explore directions on further studies and career pursuits.

6. Curriculum Map – Organisation and Structure



7. The Context

- The information on possible further study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.

Possible further study and career pathways

Further studies

- e.g. courses related to business administration, marketing, advertising and communication

Career development

- e.g. assistant, executive and designer in advertising agency and marketing department in private and public sectors

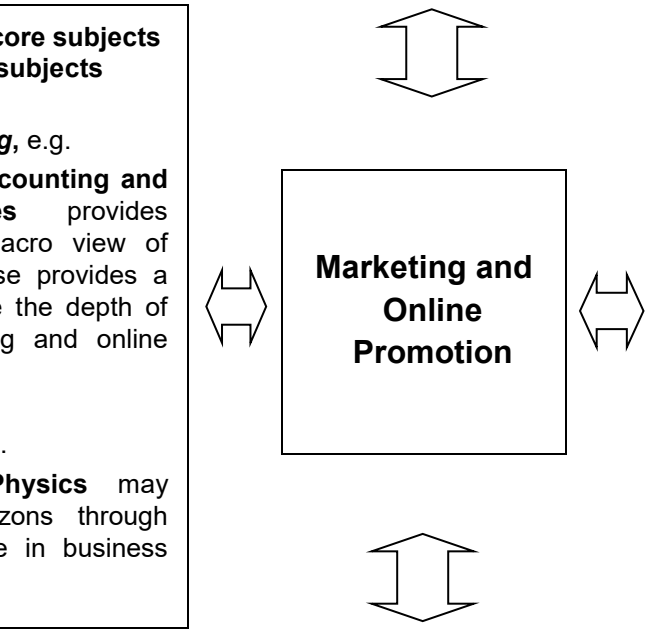
Complementarity with core subjects and other elective subjects

Enhancing and enriching**,** e.g.

- while **Business, Accounting and Financial Studies** provides students with a macro view of business, this course provides a platform to enhance the depth of studies in marketing and online promotion

Expanding horizons**,** e.g.

- students taking **Physics** may broaden their horizons through acquiring knowledge in business and marketing



Relations with other areas of studies/ courses of Applied Learning

e.g.

Services

- students of this course who have also taken courses in the area of **Services** can apply the communication and people skills in interacting with clients under marketing context

Foundation knowledge developed in junior secondary education

The course is built upon the foundation knowledge students acquired in, e.g.

- **Mathematics Education** – calculation and data coordination
- **Technology Education** – computer skills, information processing and management
- **Personal, Social and Humanities Education** – interpersonal skills, social responsibility, economic and resources management

8. Learning and Teaching

In this course, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in marketing and online promotion.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures, seminars, project presentation and interactive exercises in understanding business activities such as marketing and online promotion) and eye-opening opportunities to experience the complexity of the context (e.g. visits to business/industrial organisations and video conferencing with overseas practitioners to exchange knowledge and insights in marketing and online promotion).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. hands-on experience in conducting market research and presentation of findings, and formulating marketing and online promotion plan).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation. Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. the integrated project provides students with an opportunity to explore new business ideas in a specific market, exchange views on marketing strategies with overseas practitioners through videoconferencing, conduct market research including questionnaire design and data collection, evaluate the business characteristics, market trend and customer needs to devise business development proposal, and communicate with people from different cultural background effectively).

9. Curriculum Pillars of Applied Learning

Through related contexts, students have different learning opportunities, for example:

(i) Career-related Competencies

- review the trends of local and international markets and the role of marketing and online promotion;
- evaluate the strengths and weaknesses of a business, and identify business opportunity for further development;
- apply practical knowledge and skills in marketing through hands-on experience in market research, marketing planning and implementation, and performance control of marketing activities; and
- demonstrate practical skills in Internet marketing planning and deployment, including traffic generation by using different online promotion tools and evaluation on effective online business models and sales platform.

(ii) Foundation Skills

- demonstrate effective communication skills through presentation in verbal and written formats in a collaborative and virtual environment in the business and marketing contexts;
- apply mathematical skills in analysis and interpretation of the statistical findings in market research activities; and
- apply information technology skills in information collection and research analysis of group project.

(iii) Thinking Skills

- identify and collect market information, analyse market trends and incorporate the findings to propose appropriate business alternatives to particular markets;
- demonstrate competence in selecting, analysing and evaluating the effectiveness of marketing strategies, e.g. product strategies, pricing strategies, place strategies, and promotion strategies, and to identify business opportunity for further development; and
- compare and identify the most appropriate and cost effective online business model and sales platform for specific goods.

(iv) People Skills

- demonstrate interpersonal skills when interacting with people/students of different background and culture through online interactive learning activities as well as local site visit or in neighbouring cities;
- demonstrate self-management skills including time management, motivation and tasks prioritisation through planning and implementation of the market research; and
- demonstrate collaborative and team building skills by sharing knowledge and ideas, compromising with others, and resolving group conflict through class discussion and group projects such as conducting market research.

(v) <u>Values and Attitudes</u>

- recognise the prospects and practices of local and international markets relevant to the business environment;
- demonstrate the characteristics of dependability, trustworthiness and professionalism when interacting with business partners and customers;
- discuss issues related to business ethics and corporate social responsibility; and
- show respect to intellectual property right when conducting market research and marketing activities.