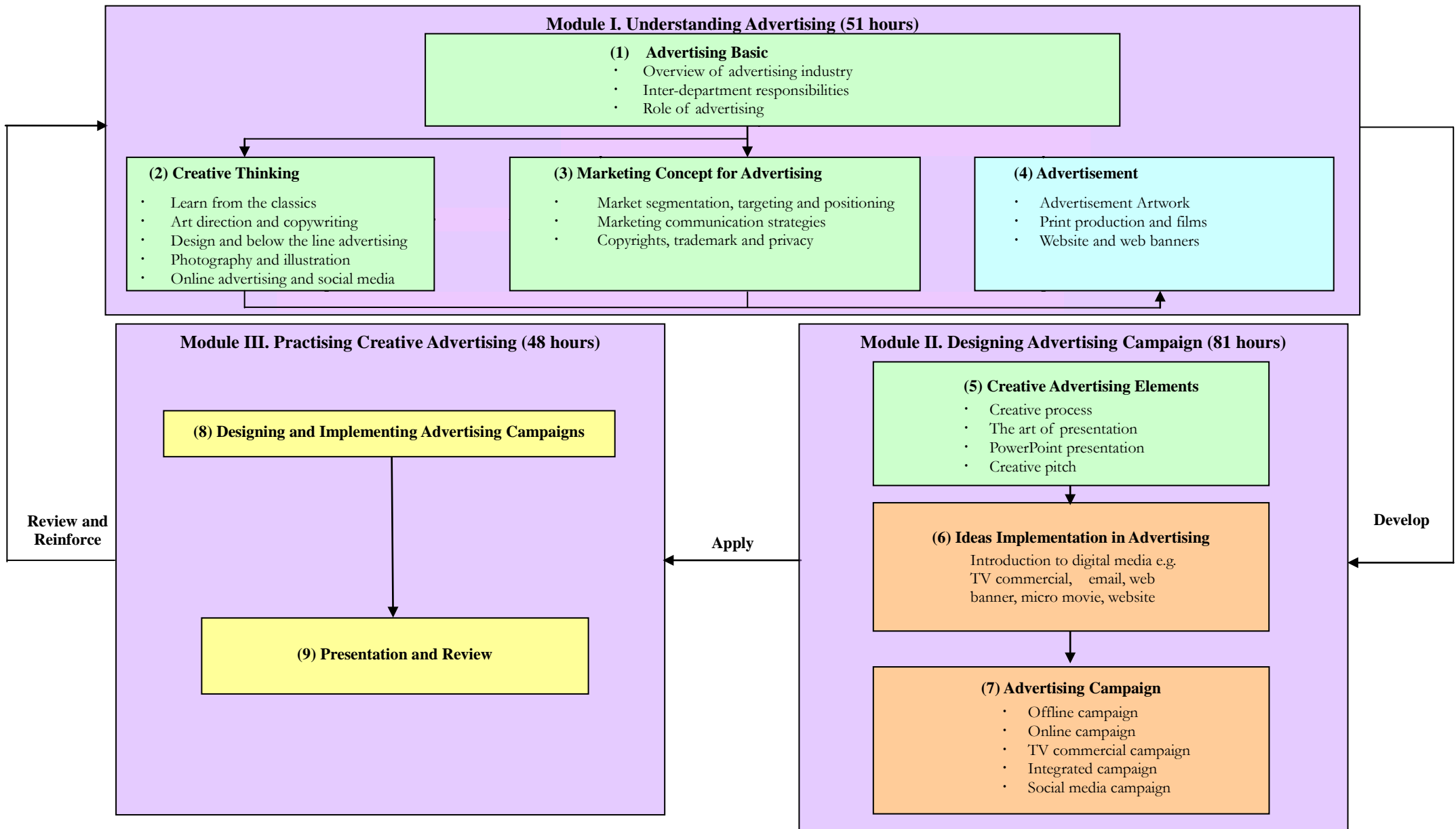


Applied Learning (Senior Secondary Level)

2019-21 Cohort

Item	Description
1. Subject Title	Creative Advertising
2. Course Provider	School of Continuing and Professional Education, City University of Hong Kong
3. Area of Studies/ Course Cluster	Media and Communication/ Media Production and Public Relations
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ol style="list-style-type: none"> (1) explain the basic theories and practices of creative advertising; (2) appreciate and respect the legal and ethical obligations of creative advertising; (3) communicate effectively with target audience through print, audio-visual and online media; (4) explain the essence of an effective creative advertising campaign; (5) analyse and consider different advertising campaigns, anticipate problems and make adjustment to achieve desired results; (6) develop interpersonal skills and team spirit through practical and integrated advertising projects; and (7) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure



7. The Context

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

Possible further study and career pathways

Further studies

- e.g. advertising, communication, marketing, public relations, multimedia, radio, film/television design, media, business and management

Career development

- e.g. assistants, entry-level officers/executives/designers in the sectors of advertising firms, production and design houses, marketing and public relations firms, marketing and communication departments of governments, public and private organisations, online media, newspapers, magazines, radio, television, film and entertainment, exhibition and event organisations



Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

- enriching students' knowledge and IT skills in **Information and Communication Technology**, and aesthetics in **Visual Arts** through digital content creation in advertising projects

Cross-fertilisation, e.g.

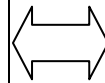
- providing students with opportunities to consider factors from multiple perspectives and apply creative and critical thinking skills developed in **Liberal Studies** in planning and designing advertising campaigns

Expanding horizons, e.g.

- students taking **Science** and **Business** subjects may widen their horizons through sharing by practitioners and visits to advertising firms and design houses

Consolidating and synergising students' studies, e.g.

- students integrate knowledge and skills acquired and developed in this subject through planning, designing and launching integrated advertising projects



Cluster of professions/trades/industries related to the course

Media

- e.g. online and traditional media, including the Internet, television, radio, newspaper, magazine, film and digital entertainment

Communication

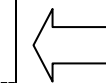
- e.g. advertising, marketing, public relations, communication, management and business administration in public and private organisations

Future global and local outlook

- The rapid development of technology and globalisation has created a "flat world" in which image and brand awareness have become ever more important – yet more challenging – for organisations
- The booming Chinese and Asian economies offer ample opportunities for professional development in advertising, creative media, marketing, public relations and related fields in media and communication
- Capitalising on Hong Kong's status as Asia's World City and an international gateway to the Mainland, creative professionals are needed by local and international organisations
- Advertising and media publicity are the cornerstones of the creative industry, one of the six pillar industries supported by the Hong Kong Government for sustainable economic development

Beginners' skill set to facilitate entry to further studies and/or work

- Understand the ethics and responsibility in advertising and creative media; respect confidentiality, privacy, copyright and intellectual property
- Understand the professional language and terms used in the advertising and creative media industry
- Acquire basic skills and knowledge to create expressions in different media
- Develop sensitivity to and observation skills on people, issues and media
- Respect different opinions and analyse pros and cons of different advertising campaigns
- Work as an effective member of a team
- Explore the talents and abilities required in media and communication professions, and develop a roadmap for further studies and career development



Relations with other areas of studies/ courses of Applied Learning

Creative Studies

- Aesthetic sense and creative thinking facilitate the design of advertising and creative media solutions

Business, Management and Law

- Business, management and legal concerns are the cornerstones of successful advertising and creative media

Services

- Advertising and creative media is crucial to the success of service industry, e.g. hospitality



Foundation knowledge developed in junior secondary education and Secondary 4

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

- **Chinese Language Education and English Language Education** – writing and speaking skills
- **Liberal Studies** – understanding and critical appraisal of global/local issues, events and media phenomena
- **Technology Education** – knowledge and skills of using information technology, especially digital media and the Internet
- **Arts Education** – aesthetic sense and ability to develop and express artistic concepts
- **Science Education** – logical thinking and scientific enquiry