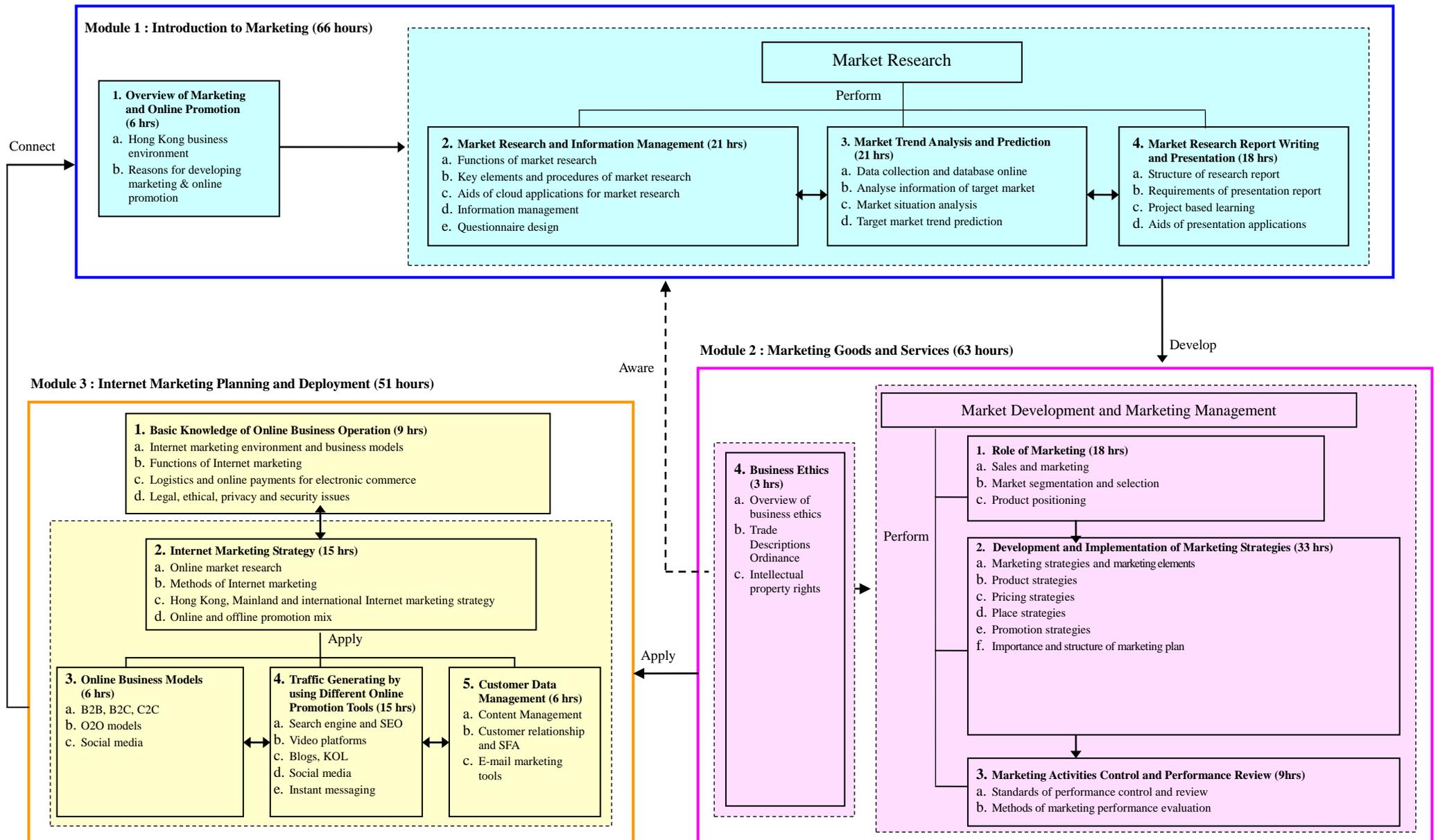


Applied Learning (Senior Secondary Level)

2019-21 Cohort

Item	Description
1. Subject 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
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ul style="list-style-type: none"> (1) apply knowledge and skills in conducting information research in specific market, and marketing goods and services online; (2) formulate marketing plans and strategies for particular markets; (3) demonstrate an understanding of the processes and activities involved in business operation and to evaluate the options available to optimise cost effectiveness and operation efficiency; (4) interpret marketing and online promotion trend and development relevant to specific goods; (5) demonstrate ethical awareness and social responsibility in marketing and online promotion; and (6) 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.

