

Applied Learning (Senior Secondary Level)

2019-21 Cohort

Learning and Teaching

Subject Title : **Marketing and Online Promotion**
Area of Studies : **Business, Management and Law**
Course Provider : **School of Continuing and Professional Education,
City University of Hong Kong**

In Marketing and Online Promotion, 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, student project presentation and interactive exercises in appreciating business related activities in 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 exercises in conducting market research and presentation of findings, and application of knowledge to formulate marketing and online promotion plan).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. case study to evaluate an organisation's marketing strategies with recommendations for improvement, simulation exercise to calculate the costing and to plan the most cost-effective online promotion for a specified service or product). 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, share insights of marketing strategies and gain feedback from overseas practitioners through video conferencing, 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 of different cultural background effectively).

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Curriculum Pillars of Applied Learning in Context – Marketing and Online Promotion

Upon completion of the subject, students should be able to:

- apply knowledge and skills in conducting information research in specific market, and marketing goods and services online;
- formulate marketing plans and strategies for particular markets;
- 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;
- interpret marketing and online promotion and trend development relevant to specific goods;
- demonstrate ethical awareness and social responsibility in marketing and online promotion; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. 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 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, such as traffic generation by using different online promotion tools and evaluation on effective online business models and sales platform.

2. 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.

3. 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.

4. People Skills

- demonstrate interpersonal skills when interacting with people/students of different background and culture through online learning activities as well as local site visit or in neighbouring cities;
- demonstrate self-management skills such as 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.

5. Values and Attitudes

- 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;
- appraise work ethics and social responsibility in sustaining the development of the business sector; and
- show respect to intellectual property right when conducting market research and marketing activities.