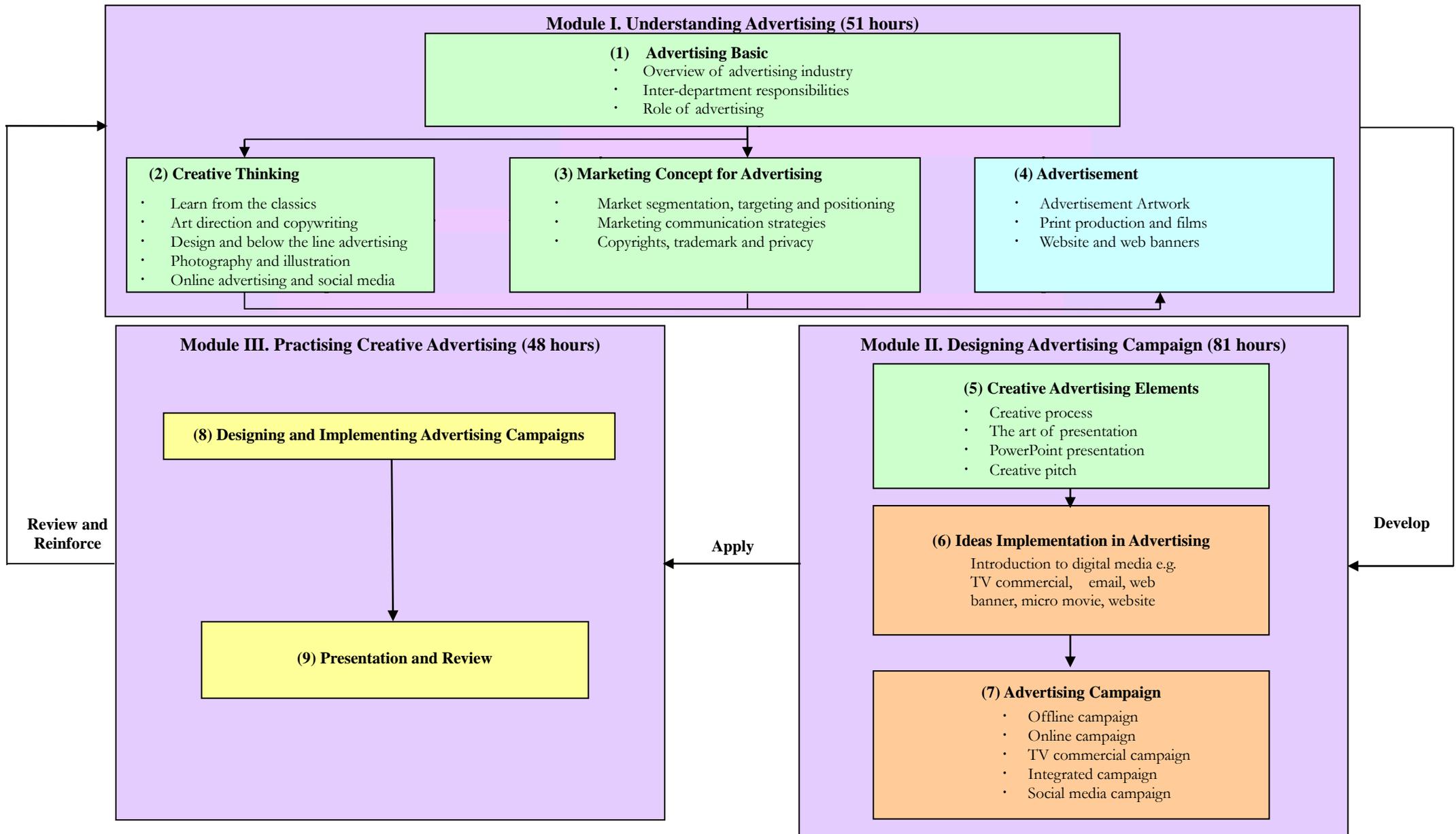


Applied Learning (Senior Secondary Level)

2020-22 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.

