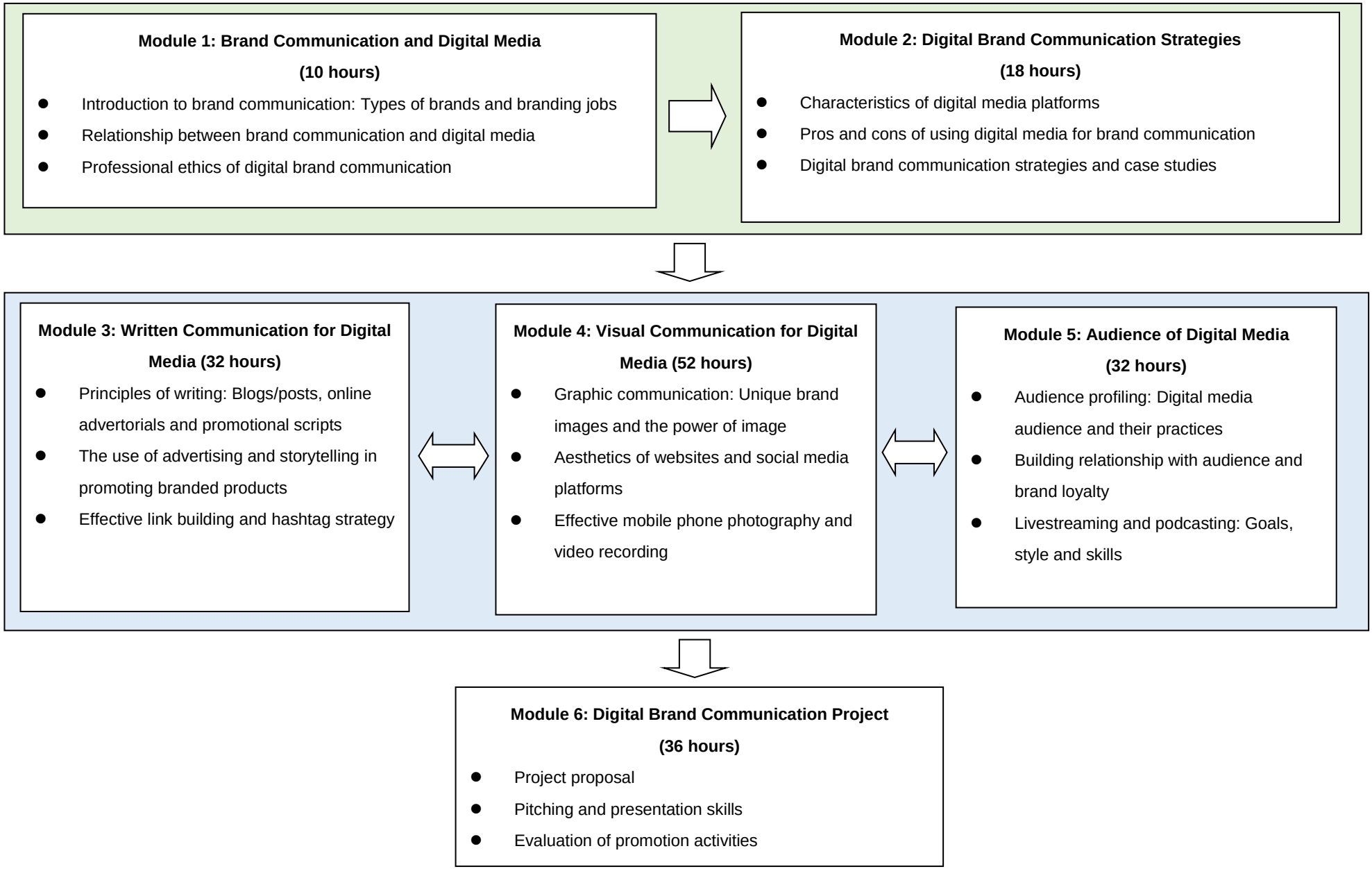
Applied Learning

2022-24 Cohort; 2024 HKDSE

Item	Description
1. Course Title	Digital Brand Communication
2. Course Provider	School of Professional and Continuing Education, The 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	Upon completion of the course, students should be able to: (1) recognise the basic concepts and professional ethics of brand communication and digital communication; (2) apply basic knowledge and skills of digital brand communication; (3) communicate effectively with target audience through digital media; (4) interpret the trends in brand communication and analyse communication strategies; (5) develop interpersonal skills and team spirit through digital brand promotion activities; (6) integrate the knowledge and skills acquired in planning and organising digital brand communication 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. communication, media and cultural studies, advertising, public relations, journalism, visual communication

Career development

- e.g. brand assistant, advertising assistant, public relations assistant, media relations assistant, online communication assistant, digital media content editor's assistant

Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

- enhancing students' communication and writing skills of **Chinese Language/English Language** through writing blogs/posts, advertorials, stories and livestreaming/podcasting scripts

Cross-fertilisation, e.g.

- applying the knowledge and skills of **Information and Communication Technology** in livestreaming, photo and video shooting and editing**,** to enable students to understand how digital technology changes communication messages
- applying the design concepts and aesthetic sense learnt in **Visual Arts** in the production of publishable images and photos to extend students' understanding of how new aesthetics emerge with digital technology
- applying the concepts learnt in **Personal, Social and Humanities Education Key Learning Area** in analysing the demographic profiles of digital media audience to help students understand the impact of communication technology on society

Expanding horizons, e.g.

- students taking **Humanities** and **Sciences subjects** may broaden their horizons by understanding the impact of digital media on communication

Consolidating and synergising students' studies, e.g.

- integrating the knowledge and skills acquired in planning and orgainising digital brand communication projects to consolidate and synergise students' learning in the course

Cluster of professions/trades/industries related to the course

- brand communication, reputation management, corporate communication, advertising, public relations, digital media content production, journalism

Future global and local outlook

- with the rise of knowledge economy, brand building and brand management have been highly recognised across different business sectors as an important strategy for a company's sustainable development
- the significance of brands in today's business has enhanced the evolution of brand communication into a growing industry where professionals not only work in companies that own brands but also in branding agencies and consultancies that help companies and individuals to build brands. The field of brand communication is believed to grow in the global market over the next five years
- the development of the Guangdong-Hong Kong-Macao Greater Bay Area has brought to Hong Kong companies unprecedented opportunities for upgrading and deepening brand development. The development of digital media gives ample opportunities for brand communication. Digital communication and media professionals with knowledge in strategic communication, professional media production skills, sensitivity to professional ethics will be in great demand in both local and the Mainland market

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

- organise digital brand promotion activities with achievable goals and realistic work schedule
- apply the knowledge and skills of digital media content production in brand communication which targets at specific audience
- apply pitching skills to explain ideas of promotional plan to stakeholders
- develop interpersonal skills and team spirit through collaboration with team members in brand promotion activities

Relations with other areas of studies/ courses of Applied Learning

Creative Studies

- aesthetic sense and creative thinking enriches the design and production of digital media contents

Business, Management and Law

- concept of business management to be applied for organising digital brand communication projects
- awareness of copyright and intellectual property regulations enhances students' understanding of professional ethics involved in digital brand communication

Foundation knowledge developed in junior secondary education and Secondary 4

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

- **Chinese Language Education** or **English Language Education** – verbal and written communication skills
- **Technology Education** – software application, information searching, processing, editing and transforming
- **Arts Education** – lines, space, colour, two-dimensional graphics and three-dimensional forms
- **Personal, Social & Humanities Education** – self-development, the impact of technology in social and cultural development

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Learning and Teaching

Course Title : Digital Brand Communication
Area of Studies : Media and Communication
Course Provider : School of Professional and Continuing Education, The University of Hong Kong

In Digital Brand Communication, 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 brand communication and digital content production.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. case studies to recognise the purposes of brand communication in local and global contexts, digital media production projects to understand the trends in the branding and promotion sectors) and eye-opening opportunities to experience the complexity of the context (e.g. sharing by practitioners and visits to branding agencies or digital promotion departments of companies to enhance understanding of the workplace requirements).

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 to understand reasons for brand communication, practise writing and recording digital contents skills and apply pitching and presentation techniques to explain the activities and content of their digital brand communication projects to stakeholders).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. reflect on professional ethics of communication industry through discussion after promotion activities, organise and conduct a creative livestreaming session which matches the brand image and enhances the target audience's understanding of the product). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. design, organise and execute a digital brand communication project providing students with opportunities to consolidate knowledge and skills of brand communication and the related industry).

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Curriculum Pillars of Applied Learning in Context – Digital Brand Communication

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

- recognise the basic concepts and professional ethics of brand communication and digital communication;
- apply basic knowledge and skills of digital brand communication;
- communicate effectively with target audience through digital media;
- interpret the trends in brand communication and analyse communication strategies;
- develop interpersonal skills and team spirit through digital brand promotion activities;
- integrate the knowledge and skills acquired in planning and organising digital brand communication projects; and
- develop self-understanding for further studies and career development in the related field.

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

1. **Career-related Competencies**
   - identify different types of brand communication and interpret the relationship between brand communication and digital media production;
   - apply professional written and visual communication skills to communicate with target audience effectively;
   - recognise the importance of professional ethics of digital brand communication;
   - integrate the knowledge and skills of brand communication to organise and conduct promotion activities for brands by using appropriate digital media platforms;
   - apply pitching skills to present ideas of promotion plan to stakeholders; and
   - interpret the trends in brand communication, analyse communication strategies and comprehend digital media production skills through case studies.

2. **Foundation Skills**
   - apply written, oral and visual communication skills through writing promotion scripts, presenting and executing brand promotion activities;
   - apply information technology skills by using digital media and computer software effectively in brand promotion activities; and
   - collect and select relevant information and data for effective brand communication.

3. **Thinking Skills**
   - compare the characteristics of different digital media platforms and choose the appropriate platforms for brand communication;
   - analyse the audience profile of digital media and evaluate the effectiveness of digital communication strategies used in brand promotion activities; and
   - evaluate the pros and cons of using digital media in brand communication.

4. People Skills

- develop self-management skills by organising digital brand promotion activities with achievable goals and realistic work schedule;
- apply appropriate communication strategies to deliver information about a brand to target audience;
- recognise and respect different views and handle conflicts in group projects; and
- develop interpersonal skills and team spirit through collaboration with team members in digital brand communication projects.

5. Values and Attitudes

- recognise the significance of digital media communication in contemporary society;
- demonstrate a basic understanding of professional ethics and legal requirements of communication industries;
- develop positive dispositions for communication professions and explore the use of digital media for constructive purposes; and
- develop self-understanding for further studies and career development in professional brand communication.