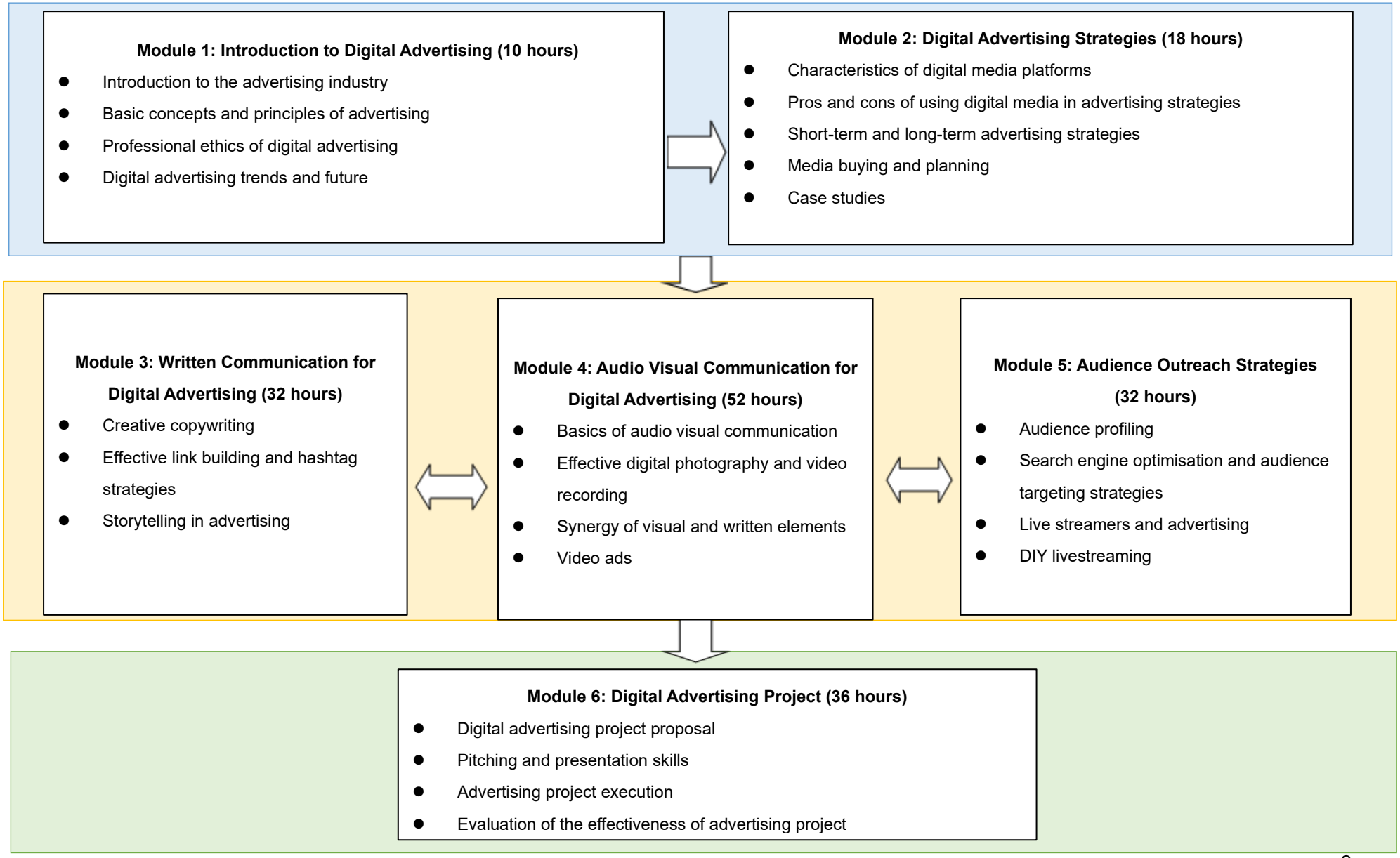
Applied Learning

2026-28 Cohort; 2028 HKDSE

Item	Description
1. Course Title	Digital Advertising
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: (i) recognise the basic concepts and professional ethics of digital advertising; (ii) apply basic knowledge and skills of digital advertising; (iii) communicate effectively with target audience through digital media; (iv) interpret the trends in digital advertising and analyse relevant communication strategies; (v) develop interpersonal skills and team spirit through conducting digital promotional activities; (vi) integrate the knowledge and skills acquired in planning and organising digital advertising projects; and (vii) enhance self-understanding and explore directions on further studies and career pursuits.

6. Curriculum Map – Organisation and Structure



7. The Context

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

Possible further study and career pathways

Further studies

- e.g. courses related to advertising, public relations, communication, media and cultural studies, journalism, visual communication

Career development

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

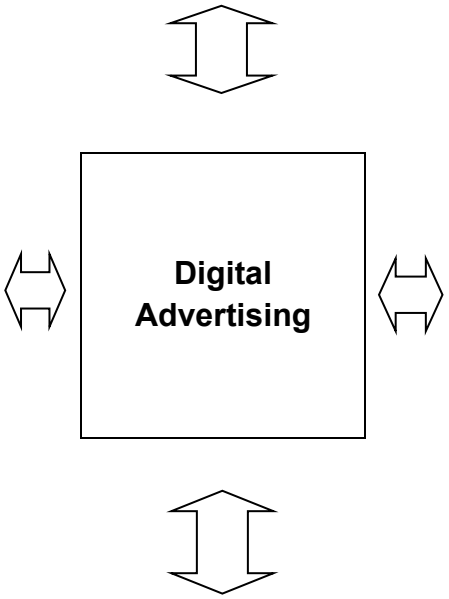
Complementarity with core subjects and other elective subjects

Enhancing and enriching**,** e.g.

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

Expanding horizons, e.g.

- students taking **Geography, History, Physics, Chemistry** and/or **Biology** may broaden their horizons by understanding the impact of digital media on advertising and advertising strategies



Relations with other Areas of Studies/ courses of Applied Learning

e.g.

Creative Studies

- apply aesthetic sense and creative thinking to enrich the design and production of digital media contents

Business, Management and Law

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

Foundation knowledge developed in junior secondary education

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

- **Chinese Language Education** or **English Language Education** – oral presentation and writing 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 and Humanities Education** - self-development, the impact of technology in social and cultural development

8. Learning and Teaching

In this course, student-centered 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 digital advertising.

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 digital advertising in local and global contexts; digital advertising projects to understand the trends in the advertising industry and relevant sectors) and eye-opening opportunities to experience the complexity of the context (e.g. sharing by practitioners and visits to advertising agencies or digital promotion departments of companies to enhance understanding of the workplace requirements of the digital advertising industry).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practicing opportunities in an authentic or near-authentic environment (e.g. hands-on exercises to understand reasons for conducing digital advertising for production promotion, and to practise writing and recording digital contents skills; apply pitching and presentation skills in a simulated class context to explain the activity plans and content of digital advertising projects to stakeholders.)

Students are given opportunities to consolidate their learning and demonstrate entrepreneurship and innovation (e.g. design, organise and execute digital advertising projects to provide students with opportunities to consolidate knowledge and skills of digital advertising and related industries).

9. Curriculum Pillars of Applied Learning

Through related contexts, students have different learning opportunities, for example:

(i) Career-related Competencies

- identify different types of advertising strategies and interpret the relationship between advertising and digital media production;
- apply professional written and audio-visual communication skills to communicate with target audience effectively;
- recognise the importance of professional ethics of digital advertising;
- integrate the professional knowledge and skills of digital advertising to organise and conduct product promotion activities by using appropriate digital media platforms;
- apply pitching skills to present digital advertising project ideas to stakeholders; and
- interpret the trends in digital advertising, analyse relevant communication strategies and comprehend digital media production skills through case studies.

(ii) Foundation Skills

- apply written, oral and audio-visual communication skills through writing promotion scripts, presenting and executing digital advertising projects;
- apply information technology skills by using digital media and computer software effectively in digital advertising projects; and
- collect and examine relevant information and data for effective digital advertising projects.

(iii) Thinking Skills

- examine the characteristics of digital media platforms and choose the appropriate platforms for product advertising;
- analyse the audience profile of digital media and evaluate the effectiveness of digital advertising strategies; and
- evaluate the pros and cons of using digital media in advertising strategies.

(iv) People Skills

- develop self-management skills by organising digital advertising projects with achievable goals and realistic work schedule;
- apply appropriate communication strategies to deliver product information 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 advertising projects.

(v) Values and Attitudes

- recognise the significance of digital advertising in contemporary society and in particular, the business sector;
- demonstrate a basic understanding of the professional ethics and legal requirements of the advertising industry;
- develop positive dispositions for advertising professions and explore the use of digital media for constructive purposes; and
- enhance self-understanding for further studies and career development in the field of digital advertising.