Applied Learning

2026-28 Cohort; 2028 HKDSE

Item	Description
1. Course Title	KOL Marketing and Generative AI
2. Course Provider	UOW College Hong Kong
3. Area of Studies/ Course Cluster	Business, Management and Law/ Business Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	Upon completion of the course, students should be able to: (i) demonstrate an understanding of the role and impact of key opinion leaders in modern marketing strategies; (ii) describe how artificial intelligence (AI) technologies are changing marketing practices; (iii) apply generative AI tools to create and optimise marketing content, including text, images and videos; (iv) demonstrate a basic understanding of the ethical principles of AI; (v) apply problem-solving skills to devise a marketing plan that incorporates AI technologies; (vi) demonstrate communication skills and interpersonal skills in marketing contexts; and (vii) enhance self-understanding and explore directions on further studies and career pursuits.

6. Curriculum Map – Organisation and Structure

Module 1: Comprehensive Guide to KOL Marketing (39 hours)
- Introduction to KOL marketing
- Role of KOLs in marketing
- Marketing strategies
- Marketing campaign measurement and optimisation
- Livestream shopping
- Advanced KOL marketing techniques

Module 2: Introduction to Generative artificial intelligence (AI) (21 hours)
- Overview of AI
- Development history of generative AI
- Generative AI in content creation

Module 3: AI Applications in KOL Marketing (30 hours)
- Overview of AI application
- AI-assisted market research
- Content generation and personalisation with AI
- Social media management with AI tools
- Measuring campaign effectiveness with AI tools

Module 4: Practical Use of Generative AI Tools (39 hours)
- Basic use of text generation tools
- Introduction to image generation tools
- AI-assisted writing and editing tools
- Overview of AI video creation tools

Module 5: Ethical Principles of AI (21 hours)
- Ethical and legal issues
- Basics of data privacy and protection
- Critical thinking skills in the age of generative AI
- AI-generated content and copyright

Module 6: Project – AI-assisted Marketing Plan (30 hours)
- Basic project planning
- Human-AI collaboration
- Basic KOL marketing strategies – AI tools integration
- Case studies
- AI-assisted marketing plan

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 marketing, public relations, communications, information systems

Career development

- e.g. marketing and events assistant, marketing officer, key opinion leader (KOL), social media assistant, content creator and positions in AI-assisted communication

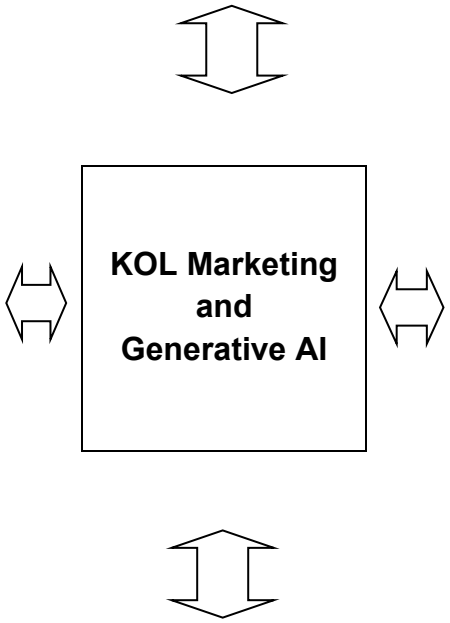
Complementarity with core subjects and other elective subjects

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

- enhances students' communication skills acquired in **Chinese Language** and **English Language** through marketing content creation and presentation
- enhances students' learning in Mathematics through understanding marketing data analysis and AI algorithms

Expanding horizons**,** e.g.

- students taking **Information and Communication Technology** may broaden their horizons through acquiring knowledge in marketing



Relations with other Areas of Studies/ courses of Applied Learning

e.g.

Media and Communication

- The knowledge and skills in AI-assisted content creation can be applied in generating content for public relations and communications

Engineering and Production

- Fundamentals of information technology and cybersecurity can be applied in this course

Foundation knowledge developed in junior secondary education

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

- **Chinese Language Education** and **English Language Education** – communication skills
- **Mathematics Education** – data handling
- **Technology Education** – information technology skills and fundamental knowledge in business

8. Learning and Teaching

In this course, 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 AI technology.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on marketing strategies and generative AI tools) and eye-opening opportunities to experience the complexity of the context (e.g. visits to marketing companies and video studios, and sharing by practitioners).

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. using AI tools for content creation, engaging in real-marketing projects in simulated authentic scenarios).

Students are given opportunities to consolidate their learning and demonstrate entrepreneurship and innovation (e.g. developing and presenting AI-assisted marketing plans, participating in marketing content creation contests).

9. Curriculum Pillars of Applied Learning

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

(i) Career-related Competencies

- develop and implement effective marketing strategies using KOLs and AI;
- apply AI tools for content creation, market research, and social media management;
- plan and execute marketing projects, including AI-assisted campaigns;
- analyse real-world marketing practices and explore career opportunities through guest talks and company visits.

(ii) Foundation Skills

- communicate effectively through various marketing channels;
- utilise digital tools and platforms for marketing; and
- evaluate data and metrics to determine the effectiveness of marketing campaigns.

(iii) Thinking Skills

- critically evaluate the use of AI in marketing and related ethical issues;
- solve problems related to AI-assisted marketing;
- create innovative marketing content and strategies; and
- reflect on learning experiences and the impact of AI on marketing practices.

(iv) People Skills

- collaborate in teams to develop and execute marketing projects;
- network with industry professionals and peers; and
- enhance interpersonal skills through group activities and presentations.

(v) Values and Attitudes

- understand ethical issues related to AI and marketing;
- recognise the importance of responsible use of AI in marketing; and
- cultivate curiosity and a motivation to explore new technologies and their applications.