

SCOPE

School of Continuing and Professional Education
專業進修學院

香港城市大學
City University of Hong Kong



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City University of Hong Kong



Creative English PR and Marketing

28 February 2023

City University of Hong Kong
(School of Continuing and
Professional Education)

MARKETING



PUBLIC RELATIONS



the language
of persuasion

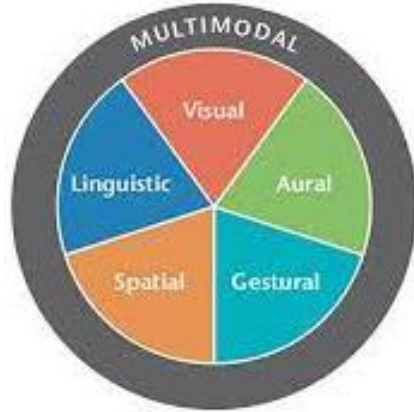
promotional texts, stories,
TV and radio programme scripts,
proposals, presentations

+

the language
for building goodwill

PR speeches, media posts,
TV and radio programme scripts

Unique Features



3Ms

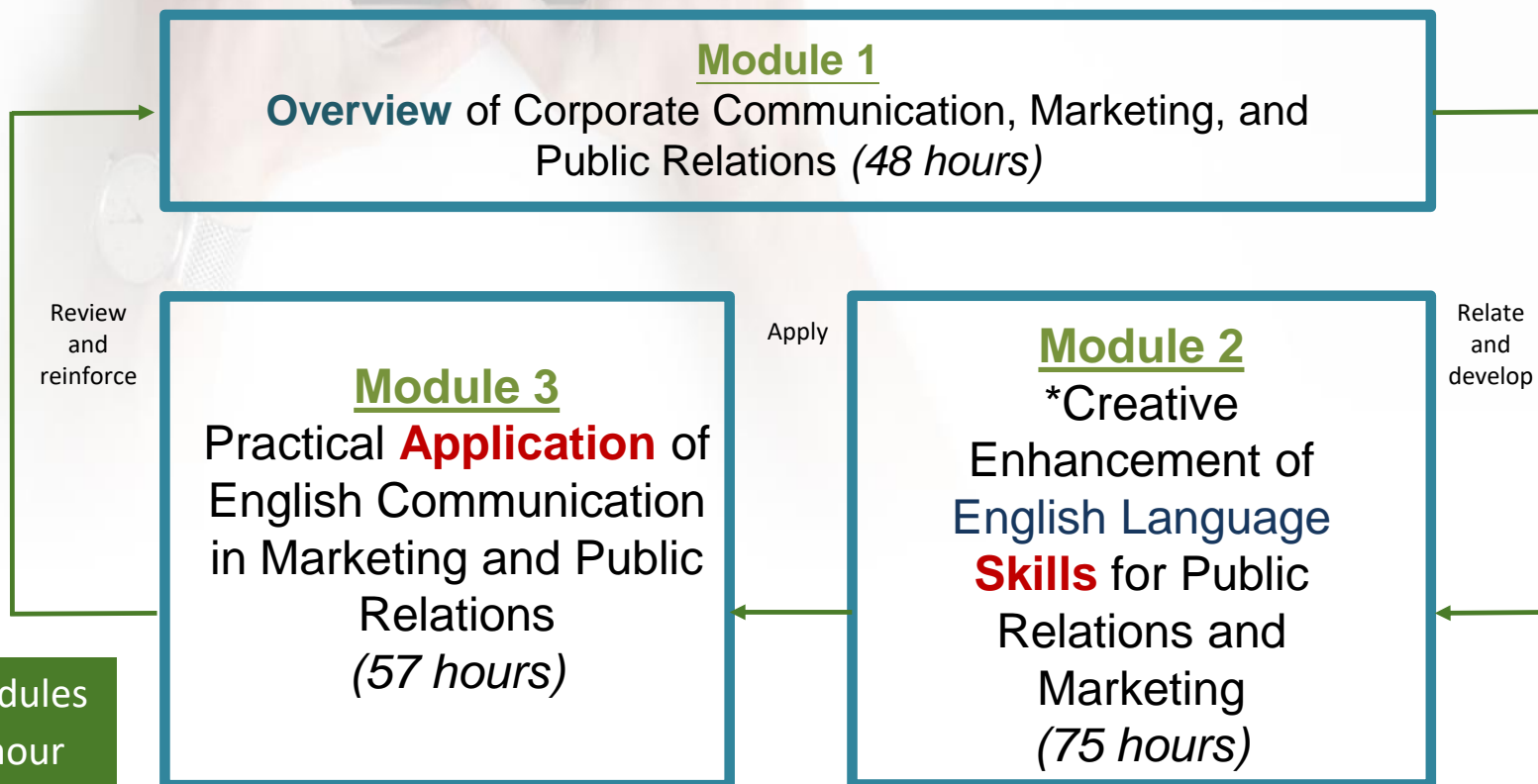
Multidisciplinary

Multimodal

Mediated

Applied Learning
(Creative English –
PR and Marketing)

Course Information



- 3 Modules
- 180-hour class time
- 3 site visits

**Concepts will be introduced and reinforced through creative English games and exercises (e.g. tongue twisters, puzzles, play with words).*

Curriculum

- ◆ This ApL course is **not** about workplace communication.
- ◆ This ApL course is about writing in the context of **public relations and marketing**.

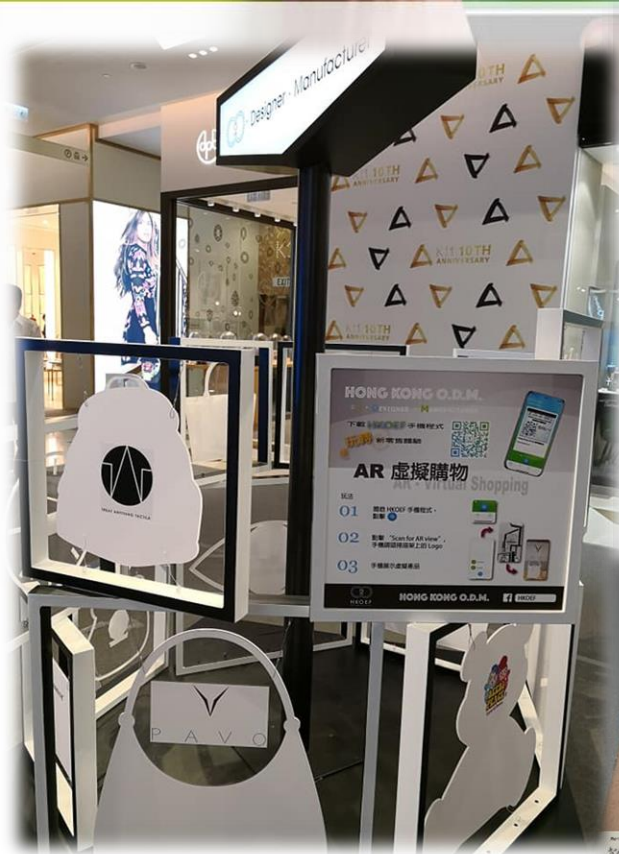
Rather, it is about

- ✓ English for **persuasion**
- ✓ English for **promotion**
- ✓ English for **public relations**
- ✓ English for **external communication**

Learning and Teaching

- ✓ lectures, seminars, oral presentation, role simulation, discussion tasks
- ✓ Case studies
- ✓ Visits
- ✓ Integrated projects

Site Visits for Experiential Learning

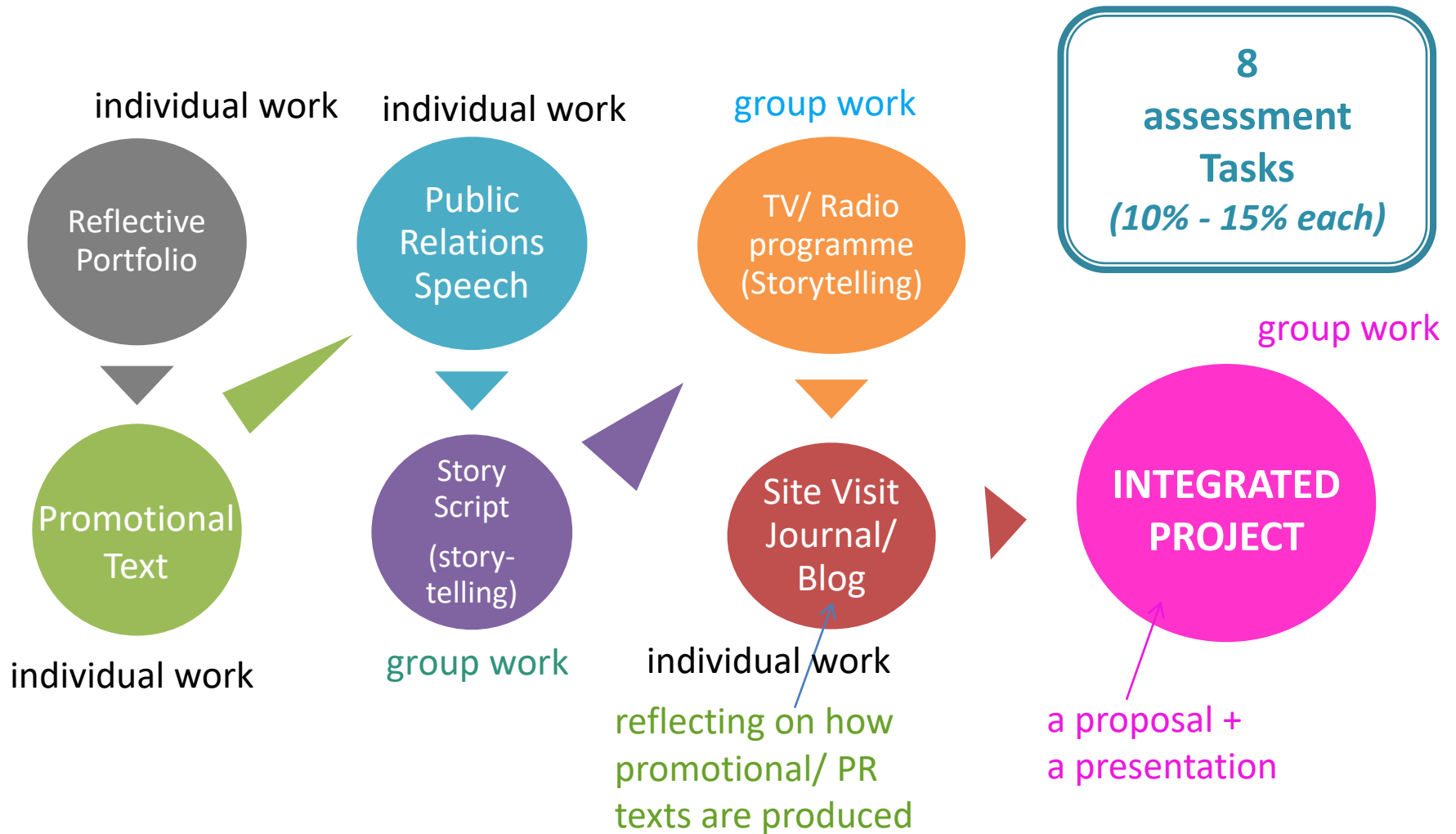


Visits to

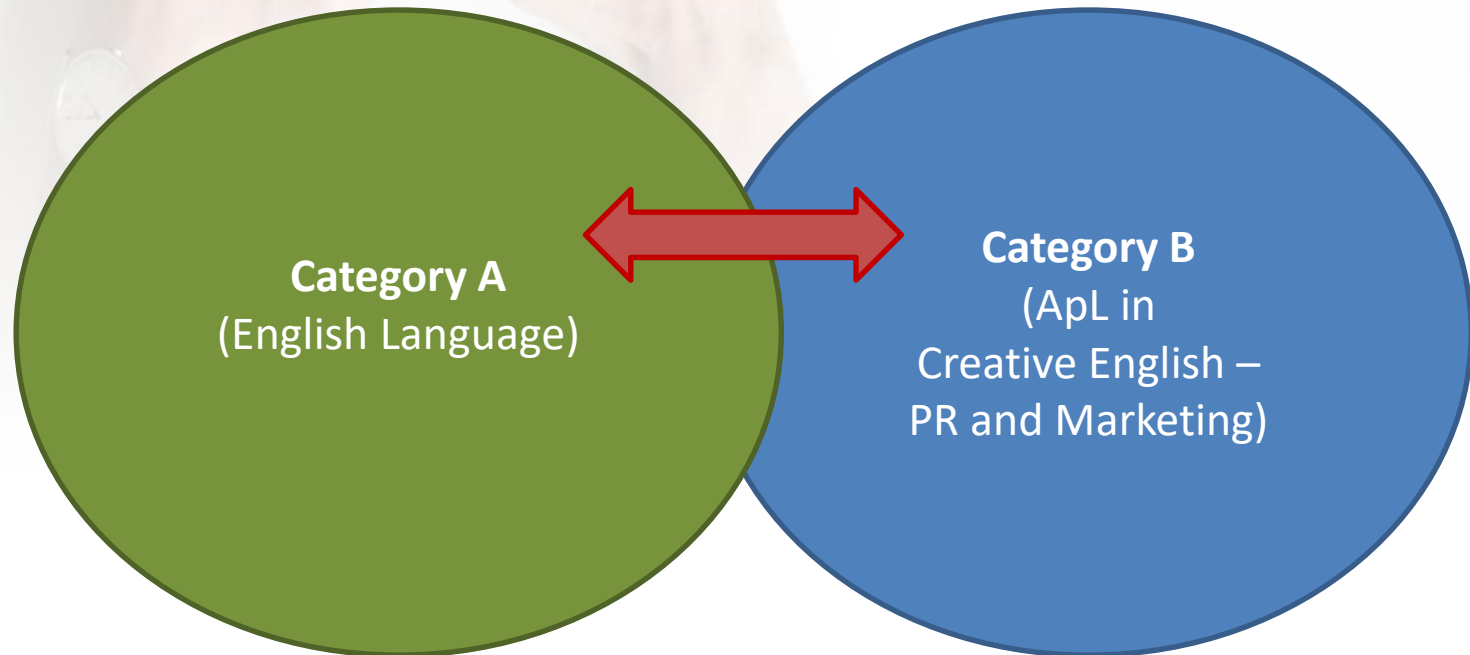
- a museum/exhibition and/or PR/Marketing events
- a sizable marketing and PR firm, and
- a cultural industry organisation

Continuous Assessment

Source: https://www.hkeaa.edu.hk/en/hkdse/assessment/subject_information/category_b_subjects/hkdse_subj.html?B&4&132



English Language Secondary Education



Articulation Pathway and Career Development

Articulation Pathway

e.g. public relations, marketing, corporate communication, business, management, advertising, journalism, multimedia, online media production, digital production, publishing

Career Development

e.g. public relations officer/assistant, marketing officer/assistant, corporate communications officer/assistant, advertising assistant, copywriter, project assistant, editor, customer service officer



School's Support

1. English Learning Resources Corner
2. Self-Access English Learning Area
3. Multipurpose Laboratories





Signature Activity

Creating a **persuasive** social media promotional post



How to write a persuasive social media promotional post?



How to write a persuasive social media promotional post?

***Make it fun,
easy to process
and remember.***



What language skill
is used in this post?





What language skill
is used in this post?

go /gəʊ/
show /ʃəʊ/

Promotions will
Come and go
But your hard work will
Always shine and show...

WishesMessages.com

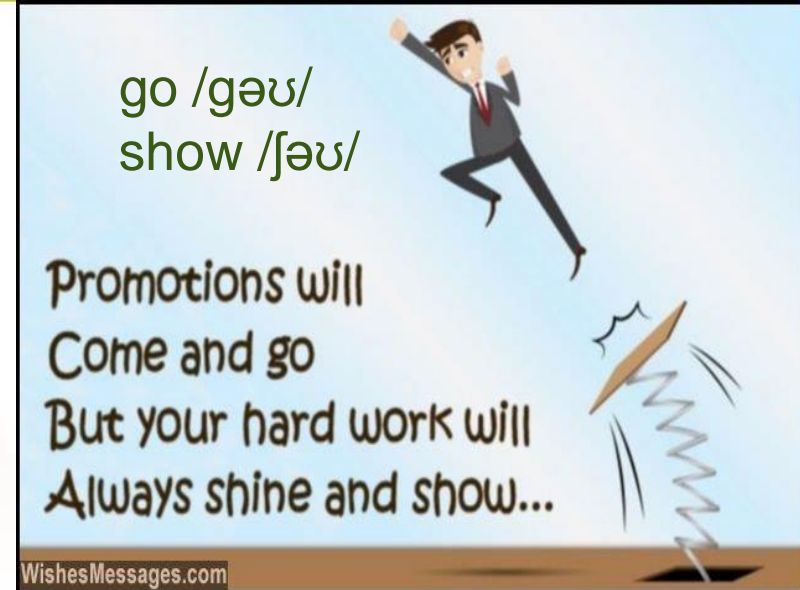


Rhyme

Use words which have the same last sound unit.

Example: /æ/

The **cat** is chasing the **bat**,
which is flying towards the **hat**.



Activity



Create a promotional post

Use words that rhyme to create a promotional post against fast food.



Use words that rhyme
to create a short post
against fast food.



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Use words that rhyme
to create a short post
against fast food.

Message

Eating too much fast food
isn't good for health.
It will affect your mobility.



© Sloganshub.org

Message

Eating too much fast food
isn't good for health.
It will affect your mobility.

Which parts of our body are
involved in the actions of
eating and **sitting**?



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Message

Eating too much fast food
isn't good for health.
It will affect your mobility.

Which parts of our body are
involved in the actions of
eating and **sitting**?

mouth / **teeth** / **lips**

buttocks / **bottom** / **hips**



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Message

Eating too much fast food
isn't good for health.
It will affect your mobility.

Which parts of our body are
involved in the actions of
eating and sitting?

mouth / teeth / lips

buttocks / bottom / hips

**PLEASURE ON
THE LIPS,
LIFETIME ON
THE HIPS**



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Message

Eating too much **fast food**
isn't good for health.

It will affect your **mobility**.

move

Another possible post:



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Message

Eating too much **fast food**
isn't good for health.
It will affect your **mobility**.
move

Another possible post:

**Have less fast food /fu:d/
lest you'll be unable to move /mu:v/**



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Q and A

Contact Information

General Enquiries

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Online Resources

(available at Self-Access English Learning Area)

Non-printed Texts

Online Reference

- Priority Consultants. (2021, February 19). 6 must watch TED talks for PR and marketing professionals. <https://priorityconsultants.com/blog/6-must-watch-ted-talks-for-pr-marketing-professionals/>
- PRontheGO. (2019, November 29). TED talks that anyone interested in public relations should watch. <https://medium.com/@PRontheGO/7-ted-talks-that-anyone-interested-in-public-relations-should-watch-2828914f61d3>
- TEDxLagos (2019, August). How to make an impact through story telling [Video]. https://www.ted.com/talks/how_to_make_an_impact_through_story_telling

Youtube Video

- Apple (2022, March 19). The new iPad Air | Election | Apple [Video]. <https://www.youtube.com/watch?v=-bckVtcbTFU>
- Pogboom. (2019, January 20). CRISTIANO RONALDO - THE BEST COMMERCIALS! [Video]. https://www.youtube.com/watch?v=_C5qFy51Fug (5:20 – 6:20)
- Pukhalsky, V. (2011, March 14). Funny commercial, Coca-Cola, Producer/Director - Victor Pukhalsky [Video]. <https://www.youtube.com/watch?v=p.m.Rs6jsPZn8>
- SpeedMedia. (2016, September 23). University of Phoenix Still I Rise [Video]. https://www.youtube.com/watch?v=_KKxwmGprs4
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- Truhlar, D. (2019, October 29). 10 Funny European Commercials [Video]. <https://www.youtube.com/watch?v=V4PfRI2f96s> (5:45 – 6:30)
- TwitterUK. (2017, December 14). Let's Go Twitter [Video]. <https://www.youtube.com/watch?v=52Pvp.m.0yngQ>

Radio programme

- Cheung, P. (2022, April 3). Thought for the Week RTHK Radio 3. https://www.rthk.hk/radio/radio3/programme/thought_for_the_week/episode/808143

Source of images

Sources of images

- 1. Group Session: <https://www.presentermedia.com/powerpoint-clipart/group-session-pid-5156>
- 2. Job Promotion Congratulations Quotes.QuotesGram:
https://www.google.com/search?q=Job%20Promotion%20Congratulations%20Quotes.QuotesGram:&tbs=isch&tbs=ring:CXk7X-wTLFEEYcNwGp0puN4TsgIMCgIIARAAOgQIABAA&hl=zh-TW&sa=X&ved=0CBsQuIIBahcKEwiowdHvI9L3AhUAAAAAHQAAAAAQBg&biw=1010&bih=468#imgsrc=Y_L4N8357hi5JM/
- 3. 35 Funny Fast Food Slogans and Taglines: <https://sloganshub.org/funny-fast-food-slogans/>

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