Applied Learning

2023-25 Cohort; 2025 HKDSE

Item	Description
1. Course Title	Creative English – Biz and Media
2. Course Provider	Hong Kong College of Technology
Area of Studies/ Course Cluster	Media and Communication/ Language and Culture
Medium of Instruction	English
5. Learning Outcomes	 Upon completion of the course, students should be able to: identify and understand the fundamental concepts, knowledge and the skills of creative English communication; demonstrate a basic understanding of the professional ethics of communication; apply relevant communication skills and strategies in different contexts and genres; apply appropriate communicative approach in oral and written forms to creatively and effectively communicate the relevant information to the target audience; develop teamwork and good interpersonal skills through group projects and group presentations; integrate creative communication skills in English with practices in different professional and vocational fields; and develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure

Module 1: English Language and Creativity (60 hours)

- Communication and conversations in the workplace
- Personal conversations in social settings
- The use of language in expressing and evoking feelings
- Creativity skills
- Logical presentation of comments and ideas in written and oral communication
- Presentation skills (a broadcaster/a PR practitioner/a social media influencer)

Module 2: Creative English Communication in the Broadcast and Media Industry (40 hours)

- Principles of the broadcast and media (including digital media) industry
- Target audience/readers in the media industry
- English jargon used in the broadcast and media industry
- Creative writing skills for social media news feeds
- Storytelling and narration skills
- Script writing for digital media
- Work ethics in public speaking and editing for the media industry

Module 3: Creative English Communication in Advertising and Public Relations (40 hours)

- Principles of the advertising and public relations industry
- Target audience/readers in the advertising and public relations industry
- Creative writing skills for advertisements
- Creative English writing to enhance communication effectiveness and attractiveness of different materials including advertisements, media invitations and press releases
- Storytelling skills and narration in advertising production
- Communication skills for evoking feelings in speech writing
- Promotional terminologies and jargon commonly used in the advertising industry
- Work ethics in public speaking and writing for the advertising and public relations industry

Module 4: Creative English Communication in eCommerce and Global Business (40 hours)

- Principles of the eCommerce and global business industry
- Principles of 4P marketing for eCommerce
- Target audience/readers of your online marketing campaigns and the global business sector
- Online influencer marketing and communication skills
- Creative writing and presentation skills and promotional strategies on eCommerce platform
- Creative writing and presentation skills and strategies in the global business context

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. 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.

Possible further study and career pathways

Further studies

 e.g. advertising, business administration and communication, event management, English studies, global business, professional communication studies, marketing, public relations

Career development

• e.g. advertising practitioners, brand marketers, broadcasters, creative writers and translators, digital marketers, event assistants, project assistants, social media influencers, script writers

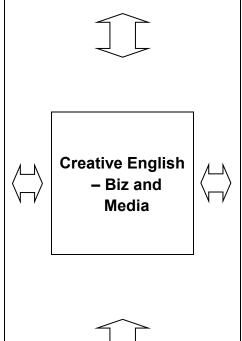
Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

 enhancing creativity, confidence and competencies in the English Language core skills, including listening, reading, writing and speaking, in different genres and professional contexts

Expanding horizons, e.g.

students will acquire knowledge and skills of creative English different communication in professional contexts. For example, students can apply their knowledge in writing a blurb for an English story book and other marketing materials for the activities held in school. Students can also apply their public speaking skills in Creative English in Humanities subjects



Relations with other areas of studies/ courses of Applied Learning

e.g.

Media and Communication

• students can integrate the language skills and knowledge acquired in this course into the learning experiences in other Applied Learning courses. For example, students can apply the creative writing skills in preparing a production for simulated public relations event in the course "PR and Multimedia Communication"

Foundation knowledge developed in junior secondary education

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

• English Language Education – written and verbal communication

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Learning and Teaching

Course Title : Creative English - Biz and Media

Area of Studies : Media and Communication

Course Provider : Hong Kong College of Technology

In Creative English – Biz and Media, 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 different professional and vocational fields (e.g. broadcast and media, advertising and public relations, and eCommerce and global business).

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. group discussions, hands-on training on storytelling and narration skills, company visits, and sharing talks) and eye-opening opportunities to experience the complexity of the context (e.g. visits to broadcast and media companies or public relations agencies to experience the authentic setting; one-on-one or small group interactions with native English PR professionals to learn the importance of English communication in the authentic working environment).

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. conduct business conversations in near-authentic settings, and apply relevant presentation skills to promote their business or persuade customers to take certain actions).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation. Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. apply creative English writing and presentation skills to write a speech script for the CEO of a global company).

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Curriculum Pillars of Applied Learning in Context – Creative English – Biz and Media

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

1. Career-related Competencies

- conduct work-related conversations with appropriate languages and tone;
- apply business jargon of specific industries, as well as creative writing and speaking skills in different contexts and genres in specific industries; and
- understand the basic principles and ethics of different professional and vocational fields (e.g. broadcast and media, advertising and public relations, eCommerce and global business).

2. Foundation Skills

- understand the knowledge and skills in using jargon and terminologies of specific industries; and
- use creative writing skills as well as storytelling and narration skills in speaking to draw the attention of the audience.

3. Thinking Skills

- use critical thinking skills to logically present comments and ideas in writing and presentations; and
- apply problem-solving skills in contexts in different professional and vocational fields.

4. People Skills

- conduct conversations in the workplace and social small talks with appropriate language and tone; and
- develop teamwork and interpersonal skills through student-led group discussions and group projects.

5. Values and Attitudes

- adopt appropriate approaches in writing and presentations in different genres and text-types to comply with the work ethics of various industries; and
- demonstrate positive attitudes (e.g. enthusiasm and willingness to participate in pair work and group activities).