



E2ELL001C

(Token- required)

Reading and Writing II Course
(Level II)

Workplace English - Digital Marketing for Beginners

Mr Lin Chi Wo Joseph



Application Deadline
22 Jul 1 Aug 2022 12:00
noon
Result Release
29 Jul 8 5 Aug 2022

Intended Learning Outcomes

Upon completion of the programme, participants should be able to:

1. Identify the attributes of different types of workplace correspondence and apply them to improve their own writing skills;
2. apply appropriate strategies for writing workplace-related texts;
3. create and elaborate ideas fluently and flexibly;
4. work and contribute towards team goals collaboratively



◆ Introduction

'Content is King,' and as we are becoming more and more intimately dependent on smartphones and tablets for accessing digital information, the technique in creating appealing, engaging content to grab the users' attention is getting more and more important. Modern marketing is filled with content creating tasks that require cautious use of English to accomplish business goals, and in this course, students will learn from the best examples in the world and try to create their own social media campaigns, landing pages, business proposals, and other types of writing to develop their ability to use English in the workplace.

◆ Schedule

Session	Date	Time	Venue (HKAGE)
1	29 Aug	9:30 a.m. – 12:30 p.m.	Rm 105
2		2:00 p.m. – 5:00 p.m.	
3	30 Aug	9:30 a.m. – 12:30 p.m.	
4		2:00 p.m. – 5:00 p.m.	
5	31 Aug	9:30 a.m. – 12:30 p.m.	Rm 204
6		2:00 p.m. – 5:00 p.m.	

◆ Target Participants

- S1 to S3 HKAGE student members only in 2021/22 school year
- Class size: 30

This programme is similar to "Reading and Writing II Course (Level II) : English for the Workplace" (E2ELL001C) in 20/21 school year.

◆ Pre-requisite

- No special prerequisites are needed
- Students are recommended to bring their own laptops / tablets to come to the class.

◆ Medium of Instruction

English with English Handouts

◆ Screening

Please answer the screening question in the online application form.

*The screening question is designed to help the applicant understand the course level and the course content. The question must be answered by the student applicant and it can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the question. Only students who can demonstrate motivation and the basic knowledge of English in the screening question can be enrolled in the programme.

◆ Certificate

E-Certificate will be awarded to participants who have:

- attended at least 5 sessions; and
- completed all the assignments with satisfactory performance



◆ Sample Notes

In this course...

Marketing and Selling

Multimedia Communications

Persuasion and "Nudging"

When do we use SWOT?

Student choosing an employer

Manager in charge of a company

Investor analysing a stock

The screenshot shows the Creator Academy website. At the top, it says "Welcome Joseph to the Creator Academy - Channel Joseph Lin". Below this is a banner for "Community Engagement Toolkit" with an "EXPLORE MORE" button. Underneath is a "Keep going!" section with three recommended courses:

- The quickstart guide to YouTube** (GETTING STARTED): "Let's get started! We'll show you how to quickly set up your channel, upload..." (Basics • 4 lessons • 90 Minutes)
- Create great content** (CONTENT STRATEGY): "Ready to grow and sustain a loyal audience on YouTube? Start with a..." (Basics • 5 lessons • 3 Hours)
- Target your audience** (CONTENT STRATEGY): "Every audience is different. Learn how to reach the viewers you want and..." (Intermediate • 6 lessons • 4 Hours)

At the bottom, there is a "Recommended for you" section.