



香港資優教育學苑

The Hong Kong Academy for Gifted Education

香港特別行政區政府教育局資助

Subvented by the Education Bureau, the Government of the HKSAR

E2ELL001C

(Token- required)

[ **Gifted Programme** ]

**Reading and Writing Course (Level II)**

# **Workplace AI - Media and Marketing Communication for Beginners**

Mr Lin Chi Wo Joseph



**Application Deadline**  
**1 Jul 2024 12:00 noon**

**Result Release**  
**12 Jul 2024**

## **Intended Learning Outcomes**

Upon completion of the gifted programme, gifted students 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;
5. acquire practical English writing skills which applicable to their future academic pursuits or professional endeavors in fields such as public relations, media, or marketing.

## ◆ Gifted Programme Introduction

Generative AI is changing the world, and digital marketing is one of the industries most impacted by the technology.

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, in addition to other types of business writing to develop their ability to use English in the workplace. Empowered by AI tools and equipped with the skills to utilize them effectively and responsibly, students will be able to create a wide variety of media to help their marketing campaign stand out.

## ◆ Schedule

Session	Date	Time	Venue (HKAGE)
1	1 Aug	10:00 a.m. – 1:00 p.m.	Room 105
2		2:00 p.m. – 5:00 p.m.	
3	2 Aug	10:00 a.m. – 1:00 p.m.	Room 403
4		2:00 p.m. – 5:00 p.m.	
5	5 Aug	10:00 a.m. – 1:00 p.m.	Room 403
6		2:00 p.m. – 5:00 p.m.	Room 303

### ◆ Target Participants

- S1 – S3 HKAGE student members in 2023/24 school year only
- Class size: 30

This programme is same as the Reading and Writing II Course (Level II): Workplace English- Digital Marketing for Beginners (E2ELL001C) in 2021/22 school year.

### ◆ Pre-requisite

- Bring your own laptop or iPad
- If available, a keyboard and stylus for your tablet would make classwork much easier

### ◆ 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 understands 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 knowledge of mathematics/probability in the screening question can be enrolled in the programme

### ◆ Certificate

E-Certificate will be awarded to gifted students who have:

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