



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



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[**Gifted Programme**]

Marketing and Corporate Communications (Level II)

Behind a Million Dollar Brand

Mr Lin Chi Wo, Joseph



Application Deadline
16 Jun 2025 12:00 noon

Result Release
27 Jun 2025

Intended Learning Outcomes

Upon completion of the gifted programme, gifted students should be able to:

1. explain key marketing concepts, such as the 4P framework (Product, Price, Place, Promotion)
2. apply 4P framework and SWOT analysis to develop effective marketing strategies for revitalizing a brand.
3. create and elaborate ideas fluently and flexibly;
4. work and contribute towards team goals collaboratively.

◆ Gifted Programme Introduction

Experience marketing firsthand by helping revitalise an iconic Hong Kong brand! In this practical course, you'll learn core marketing concepts—including the 4P framework, audience profiling, and blue ocean strategy—as you design your own online and offline campaign.

Enjoy an exclusive behind-the-scenes tour of Hong Kong Tramways' historic Whitty Street Depot. Engage with staff to explore operational insights, heritage preservation, and business strategies. Discover management practices, transport innovation, and media's role in cultural legacy through interactive sessions. Strengthen creativity, critical thinking, and teamwork via collaborative challenges and case studies, preparing for academic or career pursuits in business and media industries.

◆ Schedule

Session	Date	Time	Venue (HKAGE)
1	24 Jul	10:00 a.m. to 1:00 p.m.	Room 303
2	26 Jul	10:00 a.m. to 1:00 p.m.	Hong Kong Tramways Whitty Street Tram Depot (Map)
3		2:00 p.m. to 5:00 p.m.	
4	28 Jul	10:00 a.m. to 1:00 p.m.	Room 303
5		2:00 p.m. to 5:00 p.m.	
6	31 Jul	10:00 a.m. to 1:00 p.m.	Room 303
7		2:00 p.m. to 5:00 p.m.	

◆ Suitable for

- S1 to S6 HKAGE student members in 2024/25 school year
- Class size: 30

◆ Pre-requisite

Students should be able to:

- Students must bring their own laptop or iPad with to the lesson.
- 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 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 knowledge of marketing 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 must attend the last lesson;
- completed all the assignments with satisfactory performance