

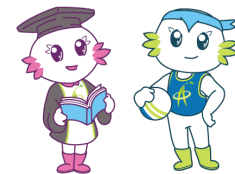


香港資優教育學苑

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

Joseph LIN

GOOD OMENS



**Application Deadline**  
**15 Jun 2026 12:00 noon**

**Result Release**  
**26 Jun 2026**

## **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

Step into the fast-paced world of branding in Hong Kong, where tradition meets innovation.

In this course, students become junior marketing strategists examining how iconic names like Hong Kong Tramways stay memorable in a constantly changing city. Through interactive lectures, engaging case studies, hands-on project workshops, and an on-site corporate visit, students learn to analyse brands, identify challenges, and craft compelling marketing and communication plans. By the end, students will deliver a professional brand revitalisation pitch, developing essential skills in strategic thinking, teamwork, and creativity for future studies in business, media, or communications.

## ◆ Schedule

Session	Date	Time	Venue (HKAGE)
1	1 Aug 2026 (Sat)	10:00 a.m. to 1:00 p.m.	Hong Kong Tramways Whitty Street Tram Depot
2		2:00 p.m. to 5:00 p.m.	
3	3 Aug 2026 (Mon)	10:00 a.m. to 1:00 p.m.	Room 403
4		2:00 p.m. to 5:00 p.m.	
5	5 Aug 2026 (Wed)	10:00 a.m. to 1:00 p.m.	Room 403
6	8 Aug 2026 (Sat)	10:00 a.m. to 1:00 p.m.	Room 303
7		2:00 p.m. to 5:00 p.m.	

## ◆ Suitable for

- S3 to S6 HKAGE student members in 2025/26 school year
- Class size: 35

## ◆ 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