



# Career and Life Planning of a Marketing Career through Exploration and Practicum Learning

## 從實踐到了解 市場營銷 職業生涯規劃

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# Sharing Agenda

## **Part I:** Jockey Club Responsible Consumption Programme

- HKBU and Education Bureau collaborative practicum learning projects

## **Part II:** Insights in Life and Career Planning

- Preparation of a marketing career for students

I was once asked by a student during the JUPAS interviews:

1. What should I do to prepare for the study of marketing ?
2. Many people regard marketing as “BLOW WATER” profession, no need to study seriously ?

## The Socially Responsible Business Teaching Initiative

***Why should (HKBU MKT) ..... We prepare socially responsible leaders in local and global markets***

We prepare our students to be future leaders in both local and global markets. Not only do we develop them to be competent in marketing management, but also, more importantly, to possess a strong sense of social responsibility and conduct marketing ethically.

# Socially Responsible?

## 70's - Why Bother?

### Milton Friedman about Corporate Social Responsibility



"There is one and only one social responsibility of business: to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud."

1/26/2015

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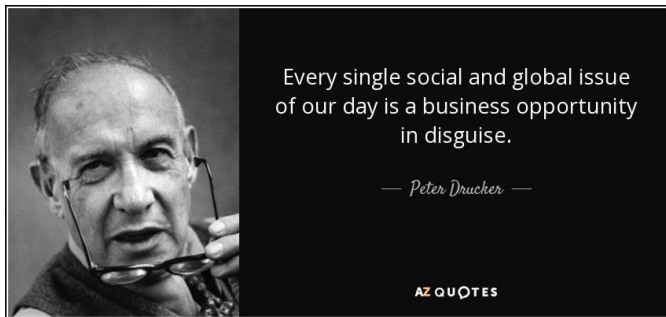
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Friedman, M. (September 13, 1970). The Social Responsibility of Business is to Increase its Profits. New York Times Magazine.

# Socially Responsible?

## 80's – Opportunities – 90's – 00's



Business



Society

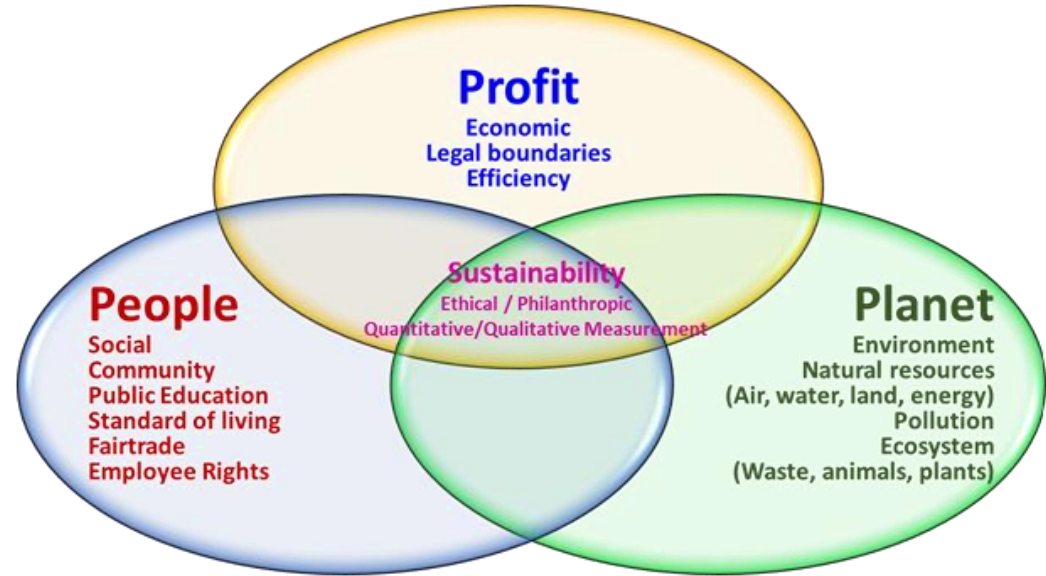
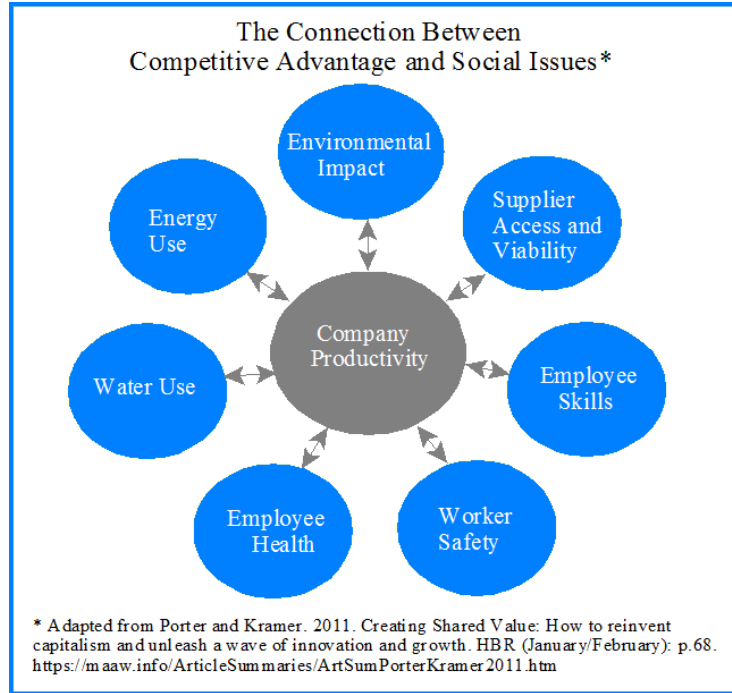


Planet



# Socially Responsible?

## New Millennium - Creating Shared Value



## Triple Bottom Line

Porter, M. E. and Kramer, M. R. (2011). Creating shared value: How to reinvent capitalism and unleash a wave of innovation and growth. Harvard Business Review (January/February): 62-77.



# Reaching Out through Practice



<https://www.chronicle.com/blogs/linguafranca/2012/10/08/thanks-for-reaching-out/>



# Part I

賽馬會責任消「廢」計劃: 全港中學生市場推廣大賽**2018** 精華片段

<https://www.youtube.com/watch?v=cHklqrfvGa4&feature=youtu.be>

賽馬會責任消「廢」計劃: 全港中學生市場推廣大賽**2019** 精華片段

[https://www.youtube.com/watch?v=Fitt\\_s1VHhs&feature=youtu.be](https://www.youtube.com/watch?v=Fitt_s1VHhs&feature=youtu.be)

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<http://mkt.hkbu.edu.hk/eng/jc-responsible-consumption-programme/jc.jsp>



[hkbumktcontest](https://www.instagram.com/hkbumktcontest)

# A Competition to Learn and to Engage 非一般的學習

主辦機構



捐助機構



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust  
同心 同步 同進 RIDING HIGH TOGETHER

支持機構



協辦機構



教育局  
商校合作計劃



消費者委員會  
CONSUMER COUNCIL



Jockey Club Responsible Consumption Programme

## 賽馬會責任消「廢」計劃

香港浸會大學工商管理學院市場學系（市場學系）獲香港賽馬會慈善信託基金捐助逾八百萬港元，推行為期三年的環保社會教育項目——賽馬會責任消「廢」計劃，期望透過計劃提升青少年對負責任消費的認識，教育及鼓勵青少年實行負責任消費，並向公眾推廣負責任消費文化。

計劃包括舉辦全港中學生市場推廣大賽、拍攝公眾教育電視節目，以及進行有關青少年對負責任消費的研究。

計劃開展兩年，吸引超過600名中學生參與

2018



2019



# A Competition to Learn and to Engage



12月中旬

向全港中學發出邀請函  
鼓勵同學參加比賽



3月下旬

開幕禮、比賽簡報會 及 工作



5月中/下旬

社會企業 / 企業探訪

**March to June (三月至六月)**

12月中旬至2月下旬

接受報名



5月上旬

初賽結果公布



6月下旬

訓練營  
決賽 及 頒獎禮



## 2020年度比賽主題：可持續時裝/ 速食時裝（待定）

### 可持續發展時裝

即所有服裝於整個製作過程、售賣過程和使用過程都符合社會經濟效益和環保效益。

簡單來說，服裝的原材料不會對生態環境構成影響，服裝能夠盡量被**回收或重用**；參與服裝生產的員工在工資及工作環境等方面皆沒有被剝削；生產過程注重節約能源和水資源、不污染環境，不造成大量浪費；而商舖亦應鼓勵市民採用負責任的消費模式，並向其解釋正確清潔和處理服裝的方法。

Source: 世界自然基金會 / Green Strategy  
[https://www.wwf.org.hk/en/wwf\\_sustainable\\_fashion\\_survey.cfm](https://www.wwf.org.hk/en/wwf_sustainable_fashion_survey.cfm)



全港中學生

2019

# 市場推廣大賽



# A Competition with Target and Purpose

## 比賽對象

- 全港約500間中學，就讀中三至中五（約15至17歲）同學
- 3至4人一組，組別形式參賽

## 比賽特點

- 作為全港首個以**負責任消費**為主題的市場推廣比賽，期望同學藉此了解社會和環保議題
- 坊間市場推廣比賽多以大專院校學生為對象，是次比賽以**中學生**為目標，希望透過是次比賽，**可以瞭解市場學**
- 期望能透過活動教學**擴闊同學視野**，誘發創意思維
- 與社會企業的强大**聯繫**，為同學們提供專業意見





# Activities with Social Impact

## 比賽簡介會暨工作坊

日期：3月下旬

時間：14:00 - 16:00

地點：香港浸會大學

## 活動內容（待定）

- 公佈比賽主題及細則
- 工作坊：
  1. 可持續時裝/ 速食時裝
  2. 負責任消費
  3. 短片拍攝及社交媒體推廣技巧



## 初賽

日期：4月

- 參賽組別需以提升大眾對可持續時裝/速食時裝關注為目標，拍攝一分鐘參賽短片。
- 短片上傳至大會Facebook及Instagram專頁，邀請公眾讚好。
- 初賽總分將以專業評審評分、Facebook及Instagram短片讚好計算。
- 總分最高之25隊將獲邀參與後續比賽活動。
- 獲得最多Facebook及Instagram專頁讚好之參賽隊伍將獲得「最具人氣獎」。

初賽作品提交日期：4月24日或之前

Facebook及Instagram專頁讚好截止日期：5月初

初賽（評審時段）：4月25日至5月初



全港中學生

2019

市場推廣大賽

## 企業探訪/參觀活動

日期：5月中下旬

- 初賽晉級之25隊參賽隊伍將獲邀出席企業探訪/參觀活動。
- 參觀期間，企業家分享市場推廣心得，讓同學確切體會實際市場需要。
- 讓同學更瞭解可持續時裝/ 速食時裝的議題。



## 訓練營、決賽及頒獎禮

日期：6月下旬

地點：香港浸會大學 學生宿舍

- 各晉身決賽之隊伍將於首日訓練營以抽籤形式決定比賽題目，隨即準備一份市場推廣計劃匯報。
- 訓練營首日主要以工作坊、講座及活動形式進行，在業界嘉賓及教授親身指導下，教授市場推廣及比賽主題的知識。
- 大會安排跟組導師（浸大市場學系同學），協助備戰。
- 翌日為決賽日，各隊伍須向評審團匯報市場推廣計劃。





## 準決賽及決賽

日期：訓練營翌日

- 各隊伍匯報時間為10分鐘，其後5分鐘評審發問及評語，合共15分鐘。
- 在初賽中被淘汰之隊伍、導師及家長將獲邀出席觀戰。
- 準決賽隊伍及導師於下午決賽暨頒獎典禮中獲邀上台領取準決賽證書。
- 決賽完結後，將即時公布結果及頒發獎項。



# Memory and Experience – the Best Reward

## 獎項 (每隊)

冠軍：\$8,000 獎學金、獎座

亞軍：\$5,000 獎學金、獎座

季軍：\$3,000 獎學金、獎座

最具人氣獎：\$1,000 獎學金、獎座

最具創意獎：\$1,000 獎學金、獎座

最具團隊精神獎：\$1,000 獎學金、獎座

最佳匯報組別獎：\$1,000 獎學金、獎座

最佳團隊導師獎：獎座



# Three-Year Collaborative Project

## 三年的環保社會教育項目 - 賽馬會責任消「廢」計劃

香港浸會大學工商管理學院市場學系（市場學系）獲香港賽馬會慈善信託基金捐助逾八百萬港元，推行為期三年的環保社會教育項目——賽馬會責任消「廢」計劃，將以醜食文化、膠袋和包裝物料，以及速食時裝作主題，期望透過計劃提升青少年對負責任消費的認識，教育及鼓勵青少年實行負責任消費，並向公眾推廣負責任消費文化。計劃包括舉辦全港中學生市場推廣大賽、拍攝公眾教育電視節目，以及進行有關青少年對負責任消費的研究。



## *Part II:*

# Insights in Life and Career Planning

Preparation of a marketing career for  
students

During the JUPAS interviews, students asked:

1. What should I do to prepare for the study of marketing ?
2. Many people regard marketing as “BLOW WATER” profession, no need to study seriously ?

# Answering the questions ....

1. What should I do to prepare for the study of marketing?

My Answer: ***Discipline***  
***Time People Money***

**MARKETING** : 一個好需要被需要的行業

# Answering the questions ....

2. Many people regard marketing as “BLOW WATER” profession, no need to study seriously ?

My Answer: *I get that a lot !*

No one can make good decisions without hard work and actionable creativity.

# Generic Attributes of a Marketing Professional



Inquisitive

**Creative**

Numbers Literate

Attention to Details

Appreciation of Technology

Language

People

Decipher, Plan, Act



# Some Important Tasks of a Marketer



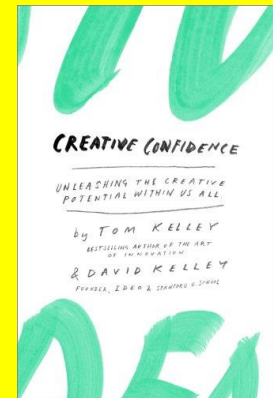
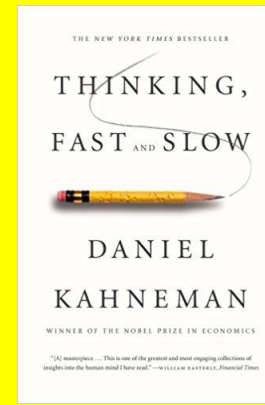
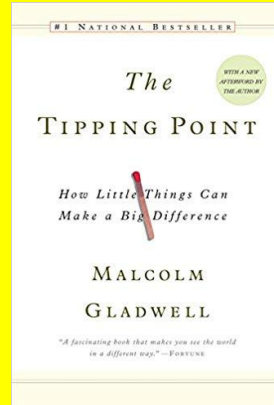
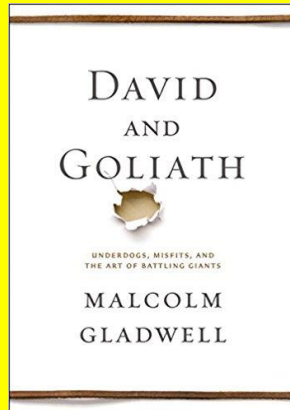
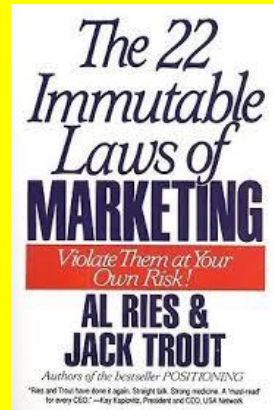
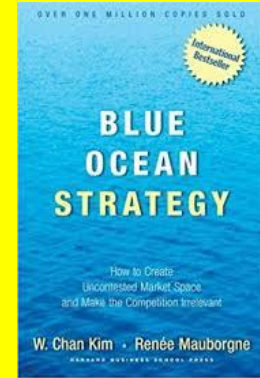
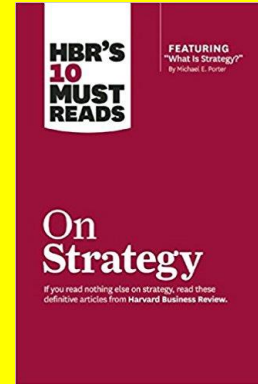
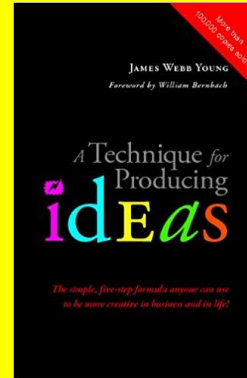
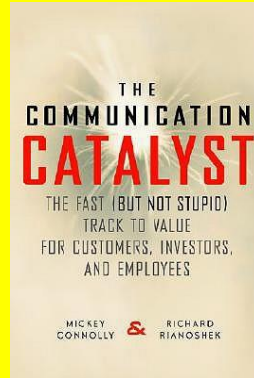
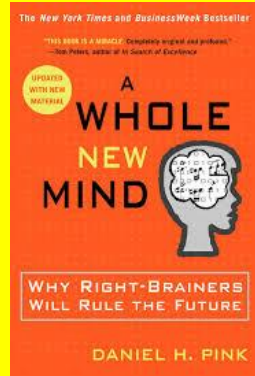
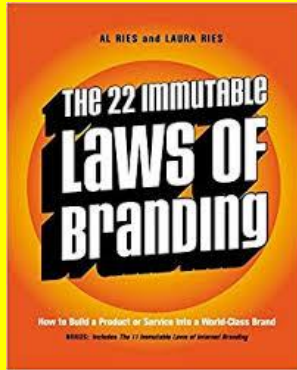
## Align Expectations, Set Objectives, Deliver & Measure

- Ability to *identify* pain points and opportunities (OH Yes, Tell me more)
- Substantiated with *convincing* market research (Facts /Numbers)
- *Strategies* can/could be operationalized (Do-able)
- Creativity (Something *unique* / different)
- Can turn into good *stories with insights* that can be told over and over again, can put into your personal CV as *achievements*
- Build-in *evaluation* (Measurable Results)

If students thinks their attributes fit, come and try it out.

# Reading as a Habit

## Not compulsory... Try to make it a habit





# Look forward to engage with your students



**A BIG THANKS** to EDB  
– for being an *Enabler*

Enormous **APPRECIATION** to YOU TEACHERS  
– for being *the finest facilitators*

**A SINCERE** invite to STUDENTS  
– to *unleash their potential*

**We shall do our BEST !!**



**Q & A**