SCOPE
School of Continuing and Professional Education
專 業 進 修 學 院

香港城市大學
City University of Hong Kong

Future Intelligence Ready Skills Training (FIRST)

Language and Communication Seminar Series
English for Marketing and Advertising in Social Media

Target : all SCOPE students* and staff

Course Abstract

- To create effective and engaging contents for marketing and advertising in social media and optimise the effectiveness of online advertising campaigns
- To use the marketing and advertising terms in English across social media platforms
- To apply language skills for professional communication which aligns with the latest digital and technological trends

Speaker: Ms. Marina WATT

- Co-founder of Brandstorm Communications, an award-winning agency providing integrated communication services to a clientele including government agencies, blue-chip companies, philanthropic foundations, and non-profit organisations
- Possessing over 15 years of experience in different areas of communication including branding, public relations, and digital marketing
- Creator of A Little Something by Marina Watt, an online community with thousands of educators, parents, and education enthusiasts
- A current doctoral student in education from the University of Bristol
- An alumna of The University of Hong Kong (Master of International and Public Affairs, Bachelor of Arts majoring English and Translation)

Event Details

The contents of the two sessions are identical. Interested students may register for either **ONE** of the sessions.

Session 1
Date & Time : 6 June 2023 (Tuesday), 2:00 pm – 3:30 pm
Venue : Room 2407, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong
Language : English and Cantonese
Fee : Free of charge
Quota : 30 (on a first come, first served basis)
Registration : apps.scope.edu/seminar/223-CE-19
Registration Deadline: 31 May 2023 (Wednesday)

Session 2
Date & Time : 6 June 2023 (Tuesday), 7:30 pm – 9:00 pm.
Venue : Room 2407, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong
Language : English and Cantonese
Fee : Free of charge
Quota : 30 (on a first come, first served basis)
Registration : apps.scope.edu/seminar/223-CE-20
Registration Deadline: 31 May 2023 (Wednesday)