

# Marketing



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

## APRIL 2011

STUDENT NEWSLETTER OF BBA (HONS) IN MARKETING

### Nine Marketing Students went for Exchange Programme in Semester 2, 2011

In semester 2, we have 9 marketing students exchange out and 20 international students exchange in. The places they visited include Ryerson University (Canada), Aston University (UK), University of Bradford (UK), Upper Aust. U. of App. Sci. Steyr Campus (Austria), Deggendorf U. of Applied Sciences (Germany), Hochschule Konstanz U. of Appl. Sciences (Germany), Hogesch. Van Amsterdam (The Netherlands), and Singapore Mgt University ( S i n g a p o r e ) .

Twenty inbound exchange students joined us in Semester 2 are from Canada, France, Germany, The Netherlands, Singapore and UK.



"Ice skating was the first activity organized by the exchange committee in Ryerson. The weather was freezing that I can't feel the existence of my fingers and toes!! It was around -10°C and I was standing on real ice. I have never felt that cold in HK!" (March, 2011).

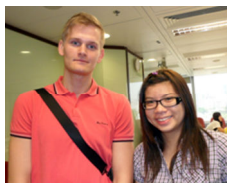
**Hody Chan (2nd year)**  
– Exchange to Ryerson University, Toronto



An A+ team presentation in the subject, "Integrated Marketing Communications", by the final year students: Amy Lee, Joanne Wong, Venus Lam, Eva Yeung, and Wendy Kwan (from the left) (April 8, 2011).



A casual meeting with the class reps/students was held in April 11, 2011.



Welcome, Jacob W. Chaption (Denmark) and Chong Yan (Malaysia) joined us in September 2010.



### Platinum Award of Innovation of the GSC: PolyU Pre-Challenge, 2010/11

Two marketing students, Lau Ka-lai and Lai Hiu-ying partnered with Lo Wan-chi had won the Platinum Award of Innovation of The GSC 2010/11. Dr. Simone Cheng is their academic advisor.

The GSC: PolyU Pre-Challenge, an annual programme launched since 2001, is a business/development plan competition which aims to stimulate PolyU students' innovation potential and provide them with a platform to translate their creative ideas into sound business ventures.

## DEAN'S LIST TEA RECEPTION



On February 17, 2011, Faculty of Business held a tea reception for awardees in the Dean's List. We have 28 marketing students are in Dean's List, including 11 graduates. The Dean's List is an official recognition of Faculty students' outstanding academic performance with a GPA 3.5 or above.

## "Touching lives, fulfilling dreams"

That is what I believe in and stick to in the past few years.

I have joined YWCA for about 8 years for volunteering services, which make me grow up and become increasingly mature, as this involves volunteering skills and let me know how to organize and plan a good volunteering service.

On 12th March, I was awarded as one

of the Outstanding Youth Volunteer by the Social Welfare Department. I am glad to share my joy with all of the MM students here, and I hope that all of you can devote your leisure time and efforts in promoting the volunteer spirit as well as youth development in Hong Kong. Study should not be the sole part of your university life!



**Angel Li, Awardee of Hong Kong Outstanding Youth Volunteers, 2010-2011**

## Marketing Symposium Study Trip to Taiwan

Thirty marketing students, accompanied with three professors, visited National Chengchi University (國立政治大學), ASUSTeK Computer Inc. (華碩電腦股份有限公司), Eslite Bookstore (誠品旗艦書店) and Share Tea (歇腳亭珍珠奶茶) in their study trip, January 4 to 7, 2011.

### With National Chengchi University Students



### Listening to the Share Tea's presentation on their franchise model



### Outside Asus Technology Inc



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Commissioner of the Ministry of Foreign Affairs of PRC  
(外交部駐香港特派員公署)



Annie Ho (3rd lady from the left)

"On February 24, 2011, I was glad to be one of the nominees to visit to the Commissioner of the Ministry of Foreign Affairs of PRC (外交部駐香港特派員公署). Nearly 50 undergraduates from 10 local tertiary educational institutions had interactions with Commissioner Lü Xinhua related to the development, vital principles and issues of China's diplomacy."

## Dean List 2009/10 Awardees:

### Year 1:

Cao Yu  
Chen Yi  
Huang Xilin  
Leung Tsz Kin  
Tang Kit Ling  
Wang Xin  
Wen Yunhao  
Xiang Shengyi

### Year 2:

Lai Hiu Ying  
Lau Po Chu  
Lee Ching Man  
Leung Wun Ki  
Li Qiuchen  
Wang Hongyuan  
Wong Chi Man  
Wong Nga Man  
Zheng Yitian

### Year 3:

Chan Chiu Lik  
Chan Pui Lan  
Ip King Him  
Ko Yuet Yan Lydia  
Lau Pui Shan  
Law Kino  
Siu Hiu Ting  
Tam Ka Hei Kevin  
Tsang Kin Yung Ken  
Wu Sze Wan  
Yeung Hiu Kwan