

Unit 1: Content Marketing

CONTENT



1.1 Content Marketing

- What is content marketing
- Why use content marketing
- Features of content marketing

1.2 Content Marketing Strategies

- Planning a long-term content strategy
- Brand archetypes and customer value
- Target audience setting
- Customer lifecycle content fitting
- Content style and content structure
- Content ideas, sources and media

1.3 Content Creation and Production

- Stages of content creation
- Content production

1.4 Content Promotion, Integration and Measurement

- Content promotion strategies
- Presenting online content
- Promoting and integrating content through paid and non-paid media
- Using KOL and influencers
- SEO and topic clusters for content marketing
- Content syndication
- Content ROI
- Measuring and analyzing content marketing

Unit 2: Creative Thinking, Storytelling and Content Creation for Brand

CONTENT

2.1 Creative Thinking

- Creative thinking methodologies
- The Paradigm shift



2.2 Storytelling

- The power of storytelling
- Anatomy of storytelling
- Transmedia storytelling
- Effective storytelling for branding
- Use of storytelling for content creation

2.3 Content Creation and Content Production for Brand

- Content creation strategies
- Content writing
- Content design
- Content repurposing
- Content production for new media: photo, video, live, 360 VR etc.
- Content distribution

Target Participants

Those who are interested in enhancing their knowledge of the emerging digital media technologies in the marketing context.

Entry Requirements

Applicants are required to satisfy the requirements stated in (i) and (ii):

- (i) Satisfactory completion of a recognized Higher Diploma Programme at Level 4 or equivalent. OR Mature candidates aged 25 or above on or before the commencement date of the course, with proficiency in English (subject to satisfactory performance in an interview).
- (ii) 3 years or above working experience in sales & marketing, media & communications, public relations or business development.

Language Medium

Medium of instruction is Cantonese, supplemented with English as appropriate. Teaching materials and assessments are in English.

Assessment Methods

The assessment is comprised of 60% continuous assessments and 40% examination.

Award

A Professional Certificate will be awarded by the Institute for Entrepreneurship (IfE) of The Hong Kong Polytechnic University to participants who satisfy the requirements stated in (i) and (ii):

- (i) 70% attendance
- (ii) Attain "Pass" in both continuous assessments and examination

Continuing Education Fund (CEF)

Applicants are required to satisfy the requirements stated in (i) and (ii):

- (i) 70% attendance
- (ii) Attain "Pass" (grade C with 50%) in the overall grade

INSTRUCTORS

The actual engagement of individual lecturers and guest speakers is subject to his/her availability.



Dr. Ken FONG 方健僑博士 (Programme Director)

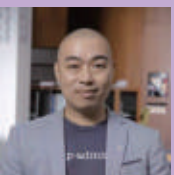
DBA, MSc, MBA, BSSc, FCIM, FPVCBS, Chartered Marketer, Certified Digital Marketer, Chartered IT Professional

Dr Fong has extensive management experience as a business practitioner as well as an academician. He has been a serial entrepreneur and has been involved with Information and Communication Technology in various capacities for over 25 years. He is a frequent speaker at professional seminars and workshops and a columnist for various IT and business magazines. He is also a sector/subject specialist of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications and panel member of Industry Consultative Networks for the Information and Communications Technology Sector, Employment Retraining Board.



Mr. Eddy HUI 許迅先生

Being one of the early adaptors of experience design, online advertising, moving images in Hong Kong, Mr. Eddy HUI has been working in advertising and media industry for more than 20 years. Eddy has served in different local and global design companies from Creative Director to Group Creative Director and focused on integration of new media into corporate identity. He has also exhibited his design in America, Asia and Europe.



Mr. Ivan SO 蘇子賢先生

Mr. Ivan So has 15 years of SEO and WordPress experience. He built over 50+ sites to test SEO and exit a few after gaining lots of traffic. He handled over 350+ WordPress & WooCommerce site with customers from SME to listed companies / GOV. He is also lead organiser of WordCamp HK, co-organiser of HK WordPress Meetup and Elementor Leader in HK. As he likes to try out new thing, he is 5 times Amazon ebook best sellers & MailChimp partner in Hong Kong.