

Grooming the Digital Marketing Talent

Digital data is ubiquitous in today's life. Anyone from the young generation could hardly live a day without any social networking tools. Few of us living in a modern city like Hong Kong could imagine living without our mobile devices that provide instant information at our fingertips.

"With a view to gaining a deeper understanding of consumer behaviour, more and more enterprises find it instrumental to analyse the 'big data' generated from various social networking platforms, such as Facebook, Instagram and Weibo. Undeniably, gearing up with digital marketing and data analytic skills would sharpen the competitive edge of today's marketers," said Dr Regan Lam, Senior Lecturer and Scheme Leader of BA (Hons) Scheme in Marketing of SPEED.

To bridge the manpower gap arising from the digital trend, SPEED introduced the BA (Hons) in Marketing and Digital Strategy as from 2016/17. This new programme is offered within the BA (Hons) Scheme in Marketing together with three other specialisms: Marketing Management, Marketing and Public Relations, and Retail and Service Management.

According to Dr Lam, employers are facing a shortage of agile, "modern-day" marketers. In June 2016, SPEED conducted a pilot study to survey the manpower needs of 17 multinational and local enterprises in the finance, hospitality, tourism and the fast-moving consumer goods (FMCG) sectors. The study results revealed that, although 90% of the surveyed companies considered digital marketing crucial to their development, more than half of them indicated difficulties in recruiting digital-savvy marketers.

"The reason may be the sheer scope and diversity of the digital marketing skills required. A digital marketer is expected to acquire a wide range of skills, from Search Engine Optimisation (SEO), social media to content management. And the scope is still evolving," said Dr Lam.

Dr Lam added that while traditional "soft skills" like language proficiency and teamwork are still essential for a professional marketer, data analytic skills

are of growing importance. In today's data-driven environment, students should learn how to access and understand the big data, and turn their observations into strategic resources allocation and planning.

All students of the BA (Hons) Scheme in Marketing are required to complete a minimum of 60 credits to fulfil the graduation requirements. Apart from taking Scheme compulsory subjects that encompass general marketing and managerial skills, students will take relevant award-specific subjects in the chosen field of study. For the specialism of Marketing and Digital Strategy, subjects like Electronic Commerce Strategy and Implementation, Social Media Marketing Strategy, and Web Design for Marketers are provided to prepare students for a career in the digital era. Furthermore, students have to complete 300 hours of Work-Integrated Education (WIE) to gain work-based experiences for their future profession.

To widen students' horizons, SPEED organises abundant out-of-classroom learning activities, including overseas study tours, competitions as well as talks delivered by renowned industry experts.

"Young people are fast, nimble, and some of the most fervent digital enthusiasts," Dr Lam said, "I look forward to seeing the BA (Hons) Scheme in Marketing produce a new generation of high-caliber, energetic marketers who will chart the course of our digital future."



SPEED regularly invited seasoned practitioners to deliver industry talks for students. In February 2017, students of BA (Hons) in Marketing Scheme had the chance to meet with Ms Koyi Wu (left), Head of Digital, OMD Hong Kong, an international integrated communication agency. Ms Wu shared her views on the topic "Unveil the Latest digital marketing scene in Hong Kong" with students. SPEED定期邀請資深業界人士，為同學主講行業講座。2017年2月，學院邀請國際綜合傳訊機構浩騰媒體Head of Digital胡健欣女士（左）到校主講講座。胡女士與修讀市場營銷（榮譽）文學士組合課程的同學，分享本港數碼市場的最新發展趨勢。



Dr Regan Lam, Senior Lecturer and Scheme Leader of BA (Hons) Scheme in Marketing of SPEED.
SPEED 高級講師及市場營銷（榮譽）文學士組合課程統籌林立堅博士

培育數碼營銷人才

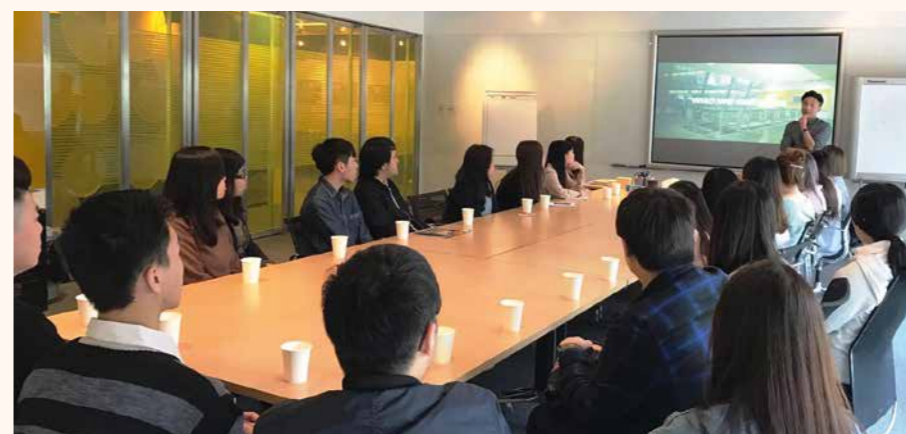
電子數據在現今的世界無處不在，年輕一代的日常生活，每天都不能缺少電子社交平台。居住在像香港一樣的先進城市，流動裝置為我們帶來方便的即時資訊，失去網絡聯繫的日子實在令人難以想像。

SPEED 高級講師及市場營銷（榮譽）文學士組合課程統籌林立堅博士稱：「為了更深入了解消費者行為，愈來愈多企業發現，透過收集和分析Facebook、Instagram和微博等不同社交平台的『大數據』，能夠幫助業務發展。現今的市場營銷人員若能掌握數碼營銷及數據分析的技巧，定能提升在職場的競爭優勢。」

在數碼化大趨勢下，SPEED為滿足社會對相關人才的需求，於2016/17學年開辦市場營銷及數碼策略（榮譽）文學士課程。新課程是市場營銷（榮譽）文學士組合課程內的其中一個專修範疇，其他專修範疇包括：市場營銷管理、市場營銷及公共關係，以及零售企業及服務管理。

林博士稱，市場缺乏能夠靈活變通、與時俱進的市場營銷人才。2016年6月，SPEED進行了一項探討跨國及本地企業人才需求的試驗性研究，訪問了17家來自金融、款待及旅遊，以及快速消費商品行業的企業。調查結果顯示，雖然約九成受訪企業認為數碼營銷對業務發展十分重要，但逾半受訪企業表示難以招聘精通數碼營銷的人才。

林博士解釋：「招聘困難的原因，是數碼營銷涉及廣博多樣的技巧，當中包括搜尋引擎優化、社交媒體及內容管理等，涵蓋的技術範疇還在不斷演變。」



In March 2017, nearly 30 students of BA (Hons) in Marketing Scheme paid a visit to the Hong Kong Cyberport office of DDB, a global advertising agency. By developing an understanding of the operation of different departments within an advertising agency, students gained deeper insights into the marketing and advertising industries. 2017年3月，近30名修讀市場營銷（榮譽）文學士組合課程的同學，造訪國際知名廣告公司DDB位處香港數碼港的辦事處。藉著認識廣告公司不同部門的運作，同學對市場營銷及廣告行業建立更深入的了解。



From April to June 2017, SPEED and digital agency X Social Group Limited co-organised a series of free digital marketing workshops for representatives of non-profit organisations. The School invited guest speakers including Ms Mandy Ng (centre), Account Manager of Google Hong Kong, Mr Samuel Lam (right), CEO, Mr Alan Wong (2nd from right) Product Development Manager, Mr Wilson Wong (2nd from left), Assistant General Manager (Account Management), and Ms Cynthia Lau (left), Account Director of X Social Group Limited.

2017年4至6月期間，SPEED與艾希妮網絡公關有限公司合辦一連串數碼營銷工作坊，讓非牟利機構代表免費參加。學院邀請的分享嘉賓包括谷歌香港客戶經理吳潔汶小姐（中）、艾希妮網絡公關有限公司行政總裁林漢源先生（右）、產品開發經理黃浩麟先生（右二）、助理總經理（客戶管理）黃偉健先生（左二）及客戶總監劉茵彤小姐（左）。

林博士補充，良好的語文能力及團隊精神等傳統「軟技能」，仍是專業營銷人員的必備條件，而數據分析能力則愈來愈重要。在現今的數碼營商環境，學生需要學習如何收集和處理大數據，並把觀察所得的結果，用在策略性資源分配及規劃上。

修讀市場營銷（榮譽）文學士組合課程的同學，須完成最少60個學分以符合畢業要求。組合課程提供涵蓋市場推廣及管理技巧的必修科，亦設有不同範疇的專修科目。市場營銷及數碼策略（榮譽）文學士的專修科目包括電子商貿策略與執行、社交媒體營銷策略，以及營銷網頁設計等，幫助畢業生日後投身數碼營銷行業。另外，同學須完成300小時的校內協作教育計劃，為未來投身的專業累積相關工作經驗。

另外，為拓闊同學的眼界，SPEED舉辦大量的課外學習活動，包括海外遊學團、比賽，以及邀請著名行業專家主講業界講座等。

林博士稱：「年輕一輩行事靈活迅速，他們當中不少對數碼科技充滿狂熱。我期望學院的市場營銷（榮譽）文學士組合課程，能夠培育一批能幹、具魄力的市場營銷生力軍，帶領未來的數碼發展。」