

## A Creative Journey – 2009 Valedictorian of SPEED, Catherine Kwoon Chui On

Few young people instinctively recognise the links between creativity and business, but Catherine Kwoon is no ordinary graduate. After completing the Associate Degree from HKCC, Catherine studied SPEED's Bachelor of Arts in Marketing and Public Relations programme. Chosen as valedictorian when she graduated in 2009, she already understood the practical originality she would need to display in the workplace.

"Hong Kong," says Catherine, "is such a commercial society", and a grasp of business knowledge is crucial to enhancing a young graduate's career prospects. Yet she was never intent on just becoming a businesswoman.

"I'm the kind of person who likes to think up new ideas," she says, noting that subjects such as accounting and management were too theoretical for her tastes. "With marketing," she continues, "you can be much more creative."

However, marketing was not Catherine's first step after graduation. Mindful of the economic downturn she joined the Hong Kong Examinations and

Assessments Authority as a public affairs and communication assistant, where she gained the valuable opportunity to hone her writing skills. This made her, she says, more aware of the need to think of ways to persuade an audience about certain issues.

In other words, she learned to communicate creatively.

Now a marketing assistant at Maxim's, Catherine is drawing more heavily on knowledge gained during her studies, with her oversight expanded to the organisation's entire product line, dealing with things such as promotional materials including posters and some print ads.

Catherine still appreciates the guidance she received from her lecturers at SPEED, who made her understand how professional life would affect her personally. Now she is learning the importance of lifelong learning, and is looking to take on a Master's degree in the future. Yet, she says, she just needs more work experience to truly appreciate the advanced knowledge on offer.



“With marketing, you can be much more creative  
市場推廣可令你更富創意”

## 創意之旅 – 2009年專業進修學院畢業生代表管翠安

很少年輕人會察覺到創意與商業之間的連繫，但管翠安並非一般的畢業生。在香港專上學院完成副學士課程後，管翠安在專業進修學院修讀市場營銷及公共關係文學士課程。當她被選為2009專業進修學院畢業生代表之際，已深明在工作上展現實際創作力的重要性。

正如管翠安說，香港是一個商業社會，故掌握商業方面的知識，對提升年輕畢業生的就業前景十分重要。然而，管翠安並不熱衷於只成為一個商界女強人。

管翠安說：「我是一個喜歡構思嶄新意念的人。」她認為，會計及管理學科會偏重於理論性，但「市場推廣可令你更富創意」。

然而，市場推廣並非管翠安畢業後涉足的第一步。由於意識到經濟不景，管翠安先在香港考試及評核局擔任公共關係及傳訊組助理。這份工作給予她寶貴的機會，磨鍊她的文筆，令她更加體會到要就若干問題，以不同方式說服他人的需要。

換言之，她學到了如何具創意地溝通。

管翠安現為美心集團的市場推廣助理，需要活用許多求學時得到的知識，而她的職務範圍更涵蓋公司所有產品的宣傳物品，包括海報及平面廣告等。

管翠安非常感激專業進修學院的講師過往給她的教導和指引，令她了解專業工作會如何

影響她的個人生活。她明白到持續進修的重要性，並希望將來能修讀碩士學位課程。但她說，她首先需要累積更多的工作經驗，才能真正融會貫通深造知識。