

Student Marketing Taskforce — Promoting learning through practice

An educator must strive to support the mission of nurturing new talents. Dr Regan Lam, Senior Lecturer of SPEED, left his career in the banking sector after accumulating precious experience in financial services marketing. Through the referral of a friend, he became a university marketing lecturer and later joined SPEED's teaching team, where he also serves as a Marketing Consultant and coordinates the Student Marketing Taskforce (SMT). He endeavors to prepare his students to become marketing talents by promoting learning through practice.

"Practice" is a key characteristic of Dr Lam's teaching. "I like to share my experience of client interaction with the students, and they love it when we have entrepreneurs coming to give seminars and talks." To further help students put knowledge into practice, SPEED founded the SMT project in early 2011 as a platform for students to coordinate the School's marketing, student recruitment and other related research activities.

As part of the SMT, four research projects on different aspects of student marketing, including recruitment advertising, have been completed. "The School doesn't always grasp what the students have in

mind. Under the SMT project, surveys are conducted to explore various topics from students' perspectives for the most fitting insights." As Dr Lam remarks, students are their main research subjects. For the 2012 research project, the SMT conducted a series of focus groups consisting of students from 5 other post-secondary degree institutions. The study examined their reasons for enrolling in the institutions of their choice. The results serve as references for the School's future marketing strategy.

"The year-long projects were excellent opportunities for students to put their knowledge into practice," said Dr Lam, who added that the SMT aims to recruit students in the business-related disciplines, especially those with knowledge in marketing areas. Since the setup of the taskforce in 2011, a total of 13 students from the Bachelor of Arts in Marketing and Public Relations, Bachelor of Arts Scheme in Business, and Bachelor of Arts in Travel Industry Management were recruited for the taskforce. The SMT conducts research studies into topics proposed by the senior management of SPEED. The students' work ranges from drafting questionnaires, information collection to data input and

analysis, as the SMT groups work under the guidance of the School's Marketing and Communications team. "The students are fully engaged in the project, which adds to their sense of belonging towards the School," added Dr Lam.

Dr Lam states that the project helps students in their job search. For instance, all the 2011 SMT participants have found jobs in marketing upon their graduation. He notes the School's student intake is expected to increase with the upgrading of more of its ordinary top-up bachelor's degree programmes to honours degree level. The SMT intends to expand its team by recruiting more students in the non-business disciplines to provide them with more learning opportunities through practice.

「市場推廣學生特別工作組」讓同學靈活實踐市場學知識

教育工作者須擔當培育後進的角色。專業進修學院(SPEED)的高級講師林立堅博士曾在銀行界工作，累積了豐富的財務市場推廣經驗，他偶然獲朋友引薦，投身大學任教市場學，隨後並加入SPEED的教員隊伍。在學院兼任市場推廣顧問的林博士，亦負責統籌「市場推廣學生特別工作組」(Student Marketing Taskforce, SMT)的工作。他希望透過鼓勵實踐所學，可培育學生成為出色的市場推廣新力軍。

「實踐」是林博士教學活動的重要一環。「我喜歡與同學分享過往跟客戶相處的經驗。此外，我們亦邀請不同的企業家到學院主講研討會和講座，同學參與時亦樂在其中。」為進一步讓同學從實踐中學習，林博士於2011年初展開了SMT計劃，讓同學有機

會參與學院的市場推廣、收生以至相關的研究活動。

SMT計劃的重點之一，是針對學院市場推廣包括招生廣告等題目，推行了四項以學生群為對象的研究。「學院無法時刻了解同學的想法，而SMT計劃便以調查方式，探討同學對不同事物的立場，從而深入剖析他們的見解。」林博士解釋，在2012年的研究中，SMT便以焦點小組(focus groups)形式，訪問了來自五間專上教育院校的同學，探討他們選擇報讀各自院校的原因。是次研究結果，為學院未來的市場推廣策略提供了實用的參考資料。

林博士說：「同學透過參與為期一年的SMT計劃，可真正達到實踐所學。」他補充，計劃主要邀請與商業相關課程的同學參與，他

們尤其須具備市場學知識。自2011年以來，計劃已招收了共十三名來自市場營銷及公共關係文學士課程、商業文學士組合課程及旅遊服務業管理學文學士課程的學生。

SMT的研究一般採用學院管理層建議的題材，同學在學院的市場及傳訊部帶領下，負責撰寫問卷、搜集資料、以至收集和分析數據等。林博士說：「同學全情地參與計劃，不期然亦增強對學院的歸屬感。」

林博士表示SMT計劃對同學尋找工作亦有幫助，如2011年的所有參加者均在畢業後找到市場推廣的職位。他相信隨著學院未來把學士學位課程逐步升級至榮譽學位程度，收生人數將不斷上升，SMT正計劃進一步擴充隊伍，招募更多來自商業課程以外的同學參與，提供更多從實踐中學習的機會。

