



Department of Marketing

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LWK

Mar 15, 2024

Dear Principal,

**Celebrating the Outstanding Performance of CHEUNG, Wing Ki
at City University of Hong Kong**

It is with great joy that we share the news of one of your graduates CHEUNG, Wing Ki, who completed their secondary education at your school in CHEUNG, Wing Ki. Your graduate has recently been honored with the Outstanding Student Marketing Consultancy Projects Award (傑出學生市場顧問獎) for the outstanding performance in the Bachelor of Business Administration (BBA) Marketing program during the 2023/24 academic year at the Department of Marketing, City University of Hong Kong.

Our department is dedicated to fostering "Learning through Real Experience" and "Whole Person Development" by providing our students with a diverse range of academic and real-world opportunities. These include consultancy projects with renowned business corporations, internship programs, professional presentations, and team-building activities. CHEUNG, Wing Ki has truly excelled in these endeavors, making both our program and your school incredibly proud of the achievements. Enclosed, you will find the advertorial we issued on Mar 12 2024, highlighting this accomplishment.

We recognize that your school has played a vital role in laying the foundation for CHEUNG, Wing Ki to excel in their studies and beyond. We sincerely appreciate the dedication and effort you have invested in nurturing and supporting your students to achieve their full potential.

Once again, congratulations on your school's contribution to CHEUNG, Wing Ki's success, and we look forward to witnessing more remarkable achievements from your graduates in the future.

Warm regards,

Mr. THAM Koy Siong Alex
Senior Teaching Fellow
Department of Marketing
City University of Hong Kong

Prof. LI Yanzhi David
Head
Department of Marketing
City University of Hong Kong

城大傑出學生市場顧問計劃

數碼轉型顛覆傳統市場營銷 學生顧問表現獲業界讚許

數碼新時代下，企業都需要轉型求變，廣泛應用數碼科技於市場推廣之中，以抓緊市場新機遇。由香港城市大學市場營銷學系舉辦的「傑出學生市場顧問計劃」，旨在提供機會予學生實踐課堂所學，擔任真實企業營銷顧問，透過問卷調查、焦點小組研究制定企業專屬的營銷方案，備受業界肯定，當中5隊表現卓越的學生小組獲頒發「傑出學生市場顧問獎」作嘉許。



▲ 學生小組以專業及認真態度進行市場調查及草擬推廣計劃，為品牌或企業提供專屬的營銷建議，幫助提升品牌形象及業績。

Team 1 KFC

動漫連結Z世代 提升品牌形象及曝光率

香港有不少大型連鎖快餐店，市場競爭激烈，市場營銷計劃亦要不斷求變。KFC在港開業超過30年，一直走大眾化路線，近年有意加強品牌與Z世代的連結，因此小組針對性地研究這一群生長於數碼科技時代下的目標顧客及其興趣領域，以制定出迎合他們喜好的營銷方案。

小組發現Z世代對動漫相關的活動有濃厚興趣，故向KFC建議在為期1年的營銷計劃中加入動漫元素，小組根據「能配合品牌形象」、「備受目標客群喜愛」以及「話題性」三大準則，選出最合適的動漫，並設計與KFC相聯的沉浸式動漫主題餐廳及展覽，當中包括菜單及食品包裝設計、餐廳布置、動漫角色等身比例模

型裝置等，再配合線上線下推廣活動，加入AR互動元素及有獎遊戲活動，吸引Z世代參與及贏取限定的周邊商品，讓KFC在Z世代圈子內有穩定及持續性的曝光率，同時提升品牌形象，建立更鞏固的關係。

有組員分享是次顧問報告感受最深刻的是學習人際關係的課題，組員間最初由於默契不足，令進度緩慢，及後主動加強溝通，學習到團隊協調的重要性，從中亦提升了溝通技巧。組員在制定營銷計劃期間亦學會以多角度觀察，捉緊時下潮流趨勢。小組特別感謝KFC的支持與幫忙，抽空出席焦點小組研究，提供不少專業意見及指引，令組員獲益良多。



▲ 缺席：李俊泓、魏恩燃
左起：林永強、黃榮輝、何思敏、鍾琬瑩、張詠琪、陳澍圖

Team 3 Kabushikigaisha Limited

加入創新跳舞元素 與網紅合作刺激流量

日本燒肉專門店牛角的諮詢項目的目標

Team 6 中銀人壽

推動獎賞程式增客源 打造健康生態圈

近年保險科技迅速發展，引領保險業