

The background of the slide is a composite image. The top half features a blue and white globe of the Earth, showing continents and oceans. The bottom half shows a large, classical-style building with a prominent clock tower, likely a part of the University of Hong Kong campus. The entire background is overlaid with a faint, repeating pattern of the text 'The University of Hong Kong Faculty of Business and Economics'.

Advanced Business Communication: A Multi-Media Approach

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Faculty of Business and Economics

The University of Hong Kong

Integrating Multi Media into Teaching

- Classroom Materials and Web-based Materials: How can they be meaningfully integrated?
- Sample of Classroom & Website Activity
- Form a group of 5 – 6 students. Together, discuss and decide upon a Hong Kong Company and product category that you would like to focus on for your Marketing Plan Presentation.
- Each group should choose ONE Hong Kong Company and product category from the following list:
 - **Giordano – Casual Clothing**
 - **Shanghai Tang – High End Fashion**
 - **Optical 88 – Optical Shop**
 - **Broadway – small Electronic Goods & Appliances**
 - **City Chain - Watches & Accessories**
 - **Sa Sa Cosmetics – Beauty Products & Accessories**
 - Other – Student Suggestions can also be discussed with the teacher



BUSI0081: Course Homepage

BUSI0081 **ADVANCED BUSINESS** **COMMUNICATION**



Communication Skills for International Business

- COURSE OUTLINE
- ASSESSMENTS
- CASE TEXTS
- CASE VIDEOS

- LANG. EXERCISES
- RESOURCES
- SITEMAP
- LOGIN/LOGOUT



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WE Marketing Plan – Company Research

Group	Category	Company	Potential Competitors
1	Casual Clothing	<u>Giordano</u>	<ol style="list-style-type: none"> 1. <u>Bossini</u> 2. <u>Baleno</u>
2	High End Fashion	<u>Shanghai Tang</u>	<ol style="list-style-type: none"> 1. <u>Chinese Arts & Crafts (Clothing & Accessories)</u> 2. <u>Yue Hwa (Clothing & Accessories)</u>
3	Optical Shop	<u>Optical 88</u>	<ol style="list-style-type: none"> 1. <u>LensCrafters</u> 2. <u>Eye's Mate Optical</u>
4	Small Electronic Goods & Appliances	<u>Broadway</u>	<ol style="list-style-type: none"> 1. <u>Fortress</u> 2. <u>Gome</u>
5	Watches & Accessories	<u>City Chain</u>	<ol style="list-style-type: none"> 1. <u>Kowloon Watch Company</u> 2. <u>Swatch</u>
6	Beauty Products & Accessories	<u>Sa Sa Cosmetics</u>	<ol style="list-style-type: none"> 1. <u>Bonjour</u> 2. <u>Angel Cosmetics</u>

[Go to WE Marketing Plan](#)



Other Resources

Resources >

- **General Resources**
- **Marketing Plan: Resources**

Case Study Resources

- [Asia Case Research Centre](#)
- [WE Marketing Group](#)
- [Banyan Tree Holdings Limited](#)
- [MTR Corporation Limited](#)

Communication Skills

Report Writing & Proposals

- [Guide to Report Writing \(Murdoch University\)](#)
- [Model Document: Proposal \(Bedford/St. Martin's\)](#)
- [Sample Marketing Plan and Marketing Plan Template \(MarketingHub.info\)](#)
- [Proposal Notes A](#)
- [Proposal Notes B](#)

Presentation Skills

- [Presentation Skills \(University of Newcastle\)](#)
- [Decisive Presentations Online Course \(Creating Thunder\)](#)
- [Basics of Presentation Skills \(Free Management Library\)](#)

Business Writing

- [Effective Workplace Writing \(Owl Materials\)](#)
- [Business Writing \(Empire State College\)](#)
- [Writing for Business \(About.com\)](#)

[Go to General Resources](#)



WE Case with Embedded Vocabulary

Case Studies >

o Case Study 1 (WE)

- o Abstract
- o Video: Part 1
- o Video: Part 2a
- o Video: Part 2b
- o Video: Part 3a
- o Video: Part 3b

o Case Study 2 (MTR)

- o Abstract
- o Video: Part 1
- o Video: Part 2a
- o Video: Part 2b
- o Video: Part 3a
- o Video: Part 3b

o Case Study 3 (BYT)

- o Abstract
- o Video: Part 1
- o Video: Part 2a
- o Video: Part 2b
- o Video: Part 3a
- o Video: Part 3b

Case Study 1: WE Marketing Group

In 2005, a group of Hong Kong and mainland China-based executives from leading global advertising and marketing firms decided the Chinese advertising industry was ripe for a new model. The **breakneck** economic growth of the last two decades had raised the purchasing power of a nation known for its vast diversity of cultures, tastes and consumer needs. China's advertising market was projected to grow at a phenomenal rate of more than 23% over the next five years. As multinational companies continued to enter China and more Chinese companies tried to expand globally, this group of executives identified a turning point in the industry.

Margins in the traditional advertising business were dropping fast. At the same time, Chinese companies were becoming increasingly sophisticated in their branding and marketing needs. The executives saw that a firm that made a play on these changes could be a winner. So in October that year, they quit their jobs to start the WE Marketing Group. WE was the first to offer a combination of deep local understanding and expertise in international brand management. Based on these strengths, the company boomed. They were offered more business than they could handle and at their first anniversary had managed to land numerous big accounts.

At the same time, the executives were looking at the future. They were well aware that a number of social trends, such as the 24-hour society and wireless worlds, were poised to change the face of the industry. Faced with limited resources, WE executives had to make a choice. Should the firm continue to grow from its strengths and **bolster** its position in the more traditional advertising and marketing space? Or should they sail into uncharted waters by entering into new fields like mobile marketing and network communities—ventures that emerged from the latest social trends.

(ACRC)

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WE Case Vocab. Exercise No.1

Time Elapsed: 00: 14

Attempt: 00

	a hierarchy of moral, social, political, philosophical, and somewhat religious thought that has tremendous influence on the culture and history of East Asia
	having reached full development
	to have a significant impact over other people
	members of an Association of Accredited Advertising Agencies (maintaining high standards and integrity among member agencies)
	a strategy to pick only the best educated or most highly trained group

Confucian hierarchy	pioneer spirit	aesthetics	venerable
4A agencies	premium pricing	top down organised	the edge
wielding influence	value proposition	elitist strategy	bridge the gap
full-fledged			

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Next >

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[Go to WE Definition Matching Exercise](#)



WE Case Vocab. Exercise No.2

Time Elapsed: 00: 06

Attempt: 00

Because of China's increased **a)** **b)**..... and rapid population growth, many Chinese businesses are interested in **c)**..... This allows companies to build a loyal **d)**..... and charge **e)** prices for their goods and services. By doing this successfully, companies can present their goods and services as "necessities" that are both needed and desired by consumers. The WE Marketing Group **f)** itself as the third force in China's existing advertising industry: the advertising niche between large international and small local agencies. WE's **g)** is multinational companies that want to **h)** and Chinese companies that need to **i)**

localise	customer base	globalise	positioned
brand building	premium	consumer	target market
spending			

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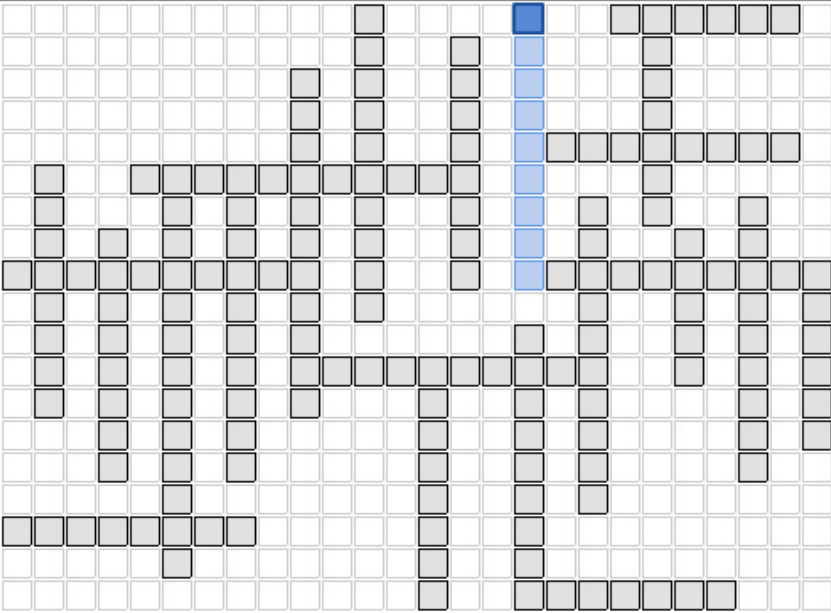
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[Go to WE Fill in the Blanks Exercise](#)



MTR Case Vocab. Exercise No.3

Time Elapsed: 00:08 Attempt: 0



Definition

1	13
2	14
3	15
4	16
5	17
6	18
7	19
8	20
9	21
10	22
11	23
12	

Definition 2

having a great desire to be successful, powerful, or wealthy

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[Go to MTR Crossword Exercise](#)



Banyan Tree Case Vocab. Ex. No. 4

Time Elapsed: 00: 06

Attempt: 00

earmark

espouse

holistic

ingrained

adamant

entwine

accolade

imperative

designate

complete

distinction

flexible

reject

implanted

critical

unravel

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[Go to Banyan Tree Syn/Ant Match Exercise](#)



WE Case: Sample Video + Transcript

Case Study 1: WE Marketing Group (Video Part 1)

Case Studies >

- Case Study 1 (WE)
- Abstract

HKU - BUSI 0081 Advanced Business ...

	for everybody. Thirdly, I think that it is also now a place, a big place for sourcing. It is global factory, so a lot of people go sourcing from China.
	After more than twenty years with the venerable ninety-year-old international firm, Greg Global Group, Chan went independent in 2005. She set up WE Worldwide Partners, helping Chinese companies compete globally and international companies to sell to China's vast domestic market.
Viveca Chan	The whole purpose of WE would be to bridge the gap between East and West. What we're trying to do is to help Chinese brands globalize and to help foreign brands localize.

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FOCUS ASIA
BUSINESS LEADERS

View Transcript

View Video

[Go to WE Video and Transcript](#)



Extending the Classroom Walls...

- Multi Media course elements are easier to update, and they can be very exciting and interesting
- Multi Media course elements expose students to a wide variety of language – both written and spoken
- Multi Media course elements provide input for all students, regardless of their preferred learning styles
- *****
- Thank You for Coming Along!
- Please contact me at:
- **Elsie Christopher (FBELSIE@HKU.HK)**

