Advanced Business Communication:
A Multi-Media Approach

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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
<table>
<thead>
<tr>
<th>Group</th>
<th>Category</th>
<th>Company</th>
<th>Potential Competitors</th>
</tr>
</thead>
</table>
| 1     | Casual Clothing                 | Giordano     | 1. Bossini  
                          |                                  |                           | 2. Baleno                   |
| 2     | High End Fashion                | Shanghai Tang| 1. Chinese Arts & Crafts (Clothing & Accessories)  
                          |                                  |                           | 2. Yue Hwa (Clothing & Accessories) |
| 3     | Optical Shop                    | Optical 88   | 1. LensCrafters                            
                          |                                  |                           | 2. Eye’s Mate Optical        |
| 4     | Small Electronic Goods & Appliances | Broadway | 1. Fortress  
                          |                                  |                           | 2. Gome                      |
| 5     | Watches & Accessories           | City Chain   | 1. Kowloon Watch Company                    
                          |                                  |                           | 2. Swatch                    |
| 6     | Beauty Products & Accessories   | Sa Sa Cosmetics | 1. Bonjour  
                          |                                  |                           | 2. Angel Cosmetics           |
Other 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
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 28% 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 unchartered waters by entering into new fields like mobile marketing and network communities—ventures that emerged from the latest social trends.

(ACRC)
WE Case Vocab. Exercise No.1

Go to WE Definition Matching Exercise
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) .................................

<table>
<thead>
<tr>
<th>localise</th>
<th>customer base</th>
<th>globalise</th>
<th>positioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>brand building</td>
<td>premium</td>
<td>consumer</td>
<td>target market</td>
</tr>
<tr>
<td>spending</td>
<td></td>
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</tbody>
</table>

Go to WE Fill in the Blanks Exercise
Definition  2
having a great desire to be successful, powerful, or wealthy
WE Case: Sample Video + Transcript

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

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 globalization and to help foreign brands localize.
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

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• Thank You for Coming Along!

• Please contact me at:
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