

July 15, 2015

Ms. Au-Yeung Wai Yin
Cognitio college
96 King Fuk Street, Sanpokong, Kowloon

Dear Principal,

Commendation for Outstanding Performance in
Department of Marketing, City University of Hong Kong

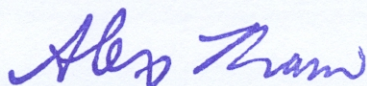
I am writing to inform you that one of your graduates LUK Hong Nam 陸康楠, who graduated from your school in 2010, obtained the following award in our Bachelor of Business Administration (BBA) Marketing programme in 2014/15 in City University of Hong Kong:

- **Student Marketing Consultancy Projects Award: Wilson Communications Limited**
(傑出學生市場顧問獎: 衛訊電訊有限公司)

To fulfill our education philosophy of “*Learning through Real Experience*” in the Whole Person Development, our department offers a series of academic and real-life trainings and opportunities to our students via consultancy projects with renowned business corporations, internship program, professional presentations, and team building activities. LUK Hong Nam has achieved outstanding performance and we are proud of having such outstanding student in our program. Enclosed please find the advertorial we issued in 2015.

Your school also contributed to the merits achieved by your student. In this regard, we would like to appreciate your cultivation on the student.

Best Regards,



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



Prof. (Eric) SU Chen-ting
Head
Department of Marketing
City University of Hong Kong

城大Marketing「傑出學生市場顧問計劃」

實戰中展現創意 傑出表現獲商界認同

在現今消費者主導的年代，企業要從一眾品牌中突圍而出、抓緊客戶，市場營銷絕對是成功的關鍵。香港城市大學市場營銷學系透過舉辦「傑出學生市場顧問計劃」，讓學生學以致用，為企業籌劃合適的市場營銷方案。

本學期共有逾120名市場營銷課程及營銷資訊管理課程準畢業生，他們共分成18隊，分別為9家企業擔任市場策劃顧問，針對客戶的喜好和需要，透過問卷調查、聚焦小組，收集數據並作出分析和研究，為企業度身訂造創意與效益兼具的營銷策略。計劃由企業代表擔任評核，從中選出表現優異的隊伍，頒發「傑出學生市場顧問獎」予以嘉許。



Team 1

衛訊電訊有限公司

「絕配」便利顧客 搶佔更多市場份額

手機零售市場競爭激烈，手機配件市場亦是商家必爭之地。小組根據消費者購買手機配件的習慣和模式，構思了一系列市場策略，助衛訊拓展業務。

小組發現，消費者選購手機配件前，一般先從網上平台搜集資料，特別是電腦資訊網站、討論區等。小組遂為衛訊擬定一套以「尋找絕配」為主題的營銷計劃，包括在公司網站加設「配件台」專頁，定期發放最新配件資料及優惠，藉此吸引更多顧客前往衛訊購買手機配件；推出「手機配件紀念日」活動，提醒顧客購入配件的時間和保用期，為他們提供更完善的售後服務。

「很高興有關建議獲得衛訊接納，令我們對日後投身成為專業市場人員的信心倍增。」小組成員補充，有機會與大公司合作推出營銷企劃，讓他們明白到任何構思都必須在創意與可行性之間取得平衡。



前排：張茜婷、陳芷羚、馬雪玲
後排：陳詠琪、陸康楠、盧建榮、歐陽卓穎