

透过经营自己的自媒体平台与业者交流，
学生能从中获得更真实的学习和工作经验。

Through their own self-media platforms and communicating with industry players,
students are able to gain more authentic learning and work experience.



自媒体 自媒体营销

Self-Media
Self-Media Digital Marketing
(DISM)

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 15个月课程
15 Months Learning
- ▲ 16岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以中文为主, 英文为辅
Medium of Instruction: Chinese & Simple English



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自媒体 营销

SELF-MEDIA
Self-Media Digital Marketing (DISM)

15个月课程 Months Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设:

This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want:

- 充实学生在自媒体的技能与知识，以提高他们在相关行业的就业竞争力。
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the self-media industry.
- 为学生提供自媒体行业的就业机会。
To provide students for a career in the self-media industry.
- 满足有意提高知识与技能的相关行业从业人员的需求。
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

为培育学生全方位的核心能力，本课程经验丰富的导师团将提供学生每周一对一的定制化教学，根据每位学生的强项与目标给予额外专业的培训。另外，透过经营自己的自媒体平台、参与商业拍摄并与业者交流，学生也能从中获得更真实的学习和工作经验。

In order to cultivate students' all-round core competencies, the experienced tutors of this course will provide students with one-on-one customized teaching every week and give additional professional training according to each student's strengths and goals. In addition, by running their own self-media platforms and participating in commercial shooting and communicating with industry players, students can also gain more authentic learning and work experience.

学生将学习 / Students will learn and be able to:

- ▲ 安排与处理直播有关事务。
Arrange and handle live broadcast affairs.
- ▲ 制作宣传短片。
Produce short video for publicity.
- ▲ 处理公司公关事务。
Handling company public relations affairs.
- ▲ 处理公司广告文案。
Processing copywriting for company advertisement.
- ▲ 安排公司活动事务。
Arrange company events and activities.



课程内容 | COURSE OUTLINE

- 认识新媒体
Understanding New Media
- 脚本制作
Script Writing
- 视频编辑
Digital Video Editing
- 录像与摄影
Videography and Photography
- 影片制作
Video Production
- 公开演讲与表演艺术 (1)
Public Speaking and Performing Arts 1
- 品牌与营销
Branding and Marketing
- 传播学研究法
Communication Research Methods
- 媒体法与道德
Media Law and Ethics
- 创意思维
Creative Thinking
- 基本动画与特效
Basic Animation and Effects
- 公开演讲与表演艺术 (2)
Public Speaking and Performing Arts 2
- 新媒体趋势
New Media Trends
- 自媒体经营管理
Business Management in Self Media
- 团队管理与沟通
Team Management and Communication
- 平面设计
Graphic Design
- 宣传文案
Promotional Writing
- 有效的数字广告和营销
Effective Digital Ads and Marketing
- 危机管理与公共关系
Crisis Management and Public Relations
- 专业媒体工作坊
Professional Media Workshop

* Please note that the modules listed are indicative and are subject to change.



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评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供自媒体营销的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Self-Media Digital Marketing, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups or individual to complete their projects.

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭
Diploma awarded by West College Scotland, UK

就业前景 | CAREER PATHWAYS

Youtuber、短视频博主、剪辑师、摄影师、公关人员、销售人员、文案人员和电台DJ等等。

Youtuber, Short Video Bloggers, Editor, Photographer, Public Relations Executive, Sales Executive, Copywriters, Radio DJ, etc.