



活动管理与数字媒体

Event Management and Digital Media (EVMMDM)

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2 年课程

Years Course

▲ 80% 实践训练
80% Practical Skills

▲ 20% 理论
20% Theory

▲ 教学媒介语以中文为主，
英文为辅
Medium of Instruction:
Chinese & Simple English

▲ 16 岁以上即可报读，
无需入学资格
Entry Requirement:
16 Years Old & Above

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:

- 充实学生在活动管理与商业管理的技能与知识，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 event management industry as well as business management.
- 为学生提供活动管理与媒体管理行业的就业机会。
To provide students for a career in the event management industry as well as media management.
- 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.

为期两年的活动管理暨商业管理技能课程，学生将会掌握策划和举办活动包括媒体管理所需要具备的相关知识和实践技能。本课程涵盖活动策划、活动执行协调、团队管理、市场营销、媒体和公关活动的知识和技能，为毕业生铺平在相关领域就业及谋求发展的道路。

This two-year event management with business management skills course provides students with a comprehensive knowledge and practical skills needed to plan and organise events which including business skills. This course covers the knowledge and skills of event planning, event executive coordination, team management, marketing, media and public relation management, preparing graduates for employment and development in related fields.

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

- ▲ 展示对商业原则的透彻理解及其在活动管理领域的运作方式的应用。
To demonstrate the application of a thorough understanding of business principles and how they work in the fields of event management.
- ▲ 作为团队的一员，为实现共同目标而努力工作。
To work well as part of a group to achieve a common goal.
- ▲ 让他们参与商业、非营利组织、专业组织和社区。
To engage their involvement with a business, non-profit organisation, professional society, professional community, or local community.



课程内容 | COURSE OUTLINE

- 创意数字插图
Creative Digital Illustration
- 创意数字影像
Creative Digital Imaging
- 数字媒体基础
Fundamental to Digital Media
- 色彩学导论
Introduction to Colour Studies
- 实用信息与通讯技术技能
Practical ICT Skills
- 摄影导论
Introduction to Photography
- 视频剪辑导论
Introduction to Video Editing
- 直播技术
Live Streaming
- 社交媒体广告活动
Advertising Campaigns on Social Media
- 高效口语沟通
Effective Speech Communication
- 内容写作发展
Content Writing Development
- 媒体与活动中的创意思维解决方案
Creative Problem-Solving in Media and Events
- 数字媒体管理与伦理
Digital Media Management and Ethics
- 职场软技能
Work-based Soft Skills
- 职场英语沟通 (1)
Workplace English Communication (1)
- 职场英语沟通 (2)
Workplace English Communication (2)
- 活动管理导论
Introduction to Event Management
- 数字媒体策略与分析
Digital Media Strategy and Analytics
- 活动策划与管理
Event Planning and Management
- 活动预算与财务管理
Event Budgeting and Financial Management
- 公共关系理论与实践
Public Relations Theory and Practice
- 场地与酒店管理
Venue and Hospitality Management
- 主题与文化活动设计
Thematic and Cultural Event Design
- 小型宣传活动与活动模拟
Mini Campaign & Event Simulation
- 活动风险管理
Risk Management for Events
- 形象管理
Image Management
- 数字媒体与活动管理毕业项目
Digital Media and Event Management Final Project

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



评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供活动管理与数字媒体技能的理论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 Event Management and Digital Media skills, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups 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

英国国立西苏格兰学院高级专业文凭

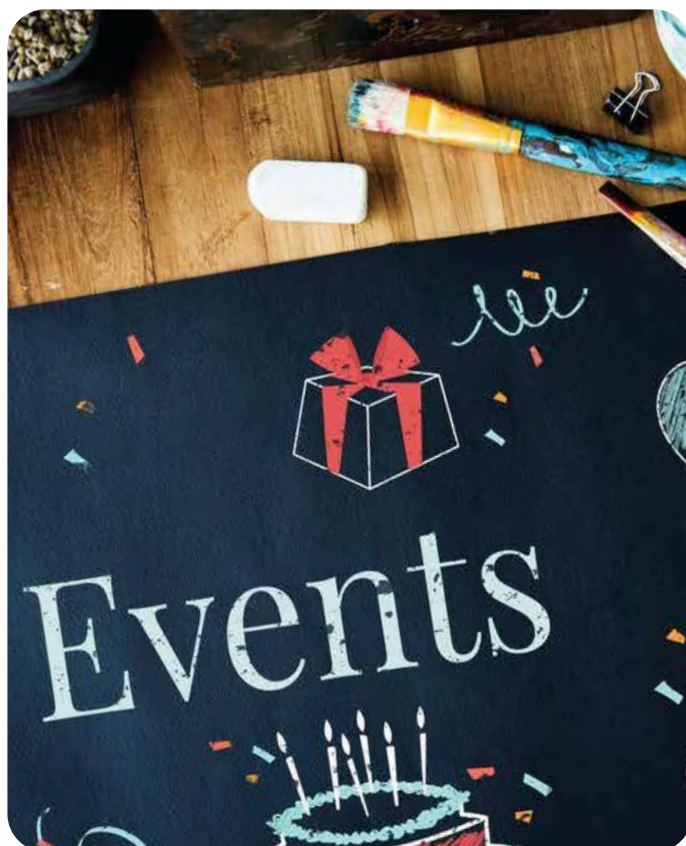
Advanced Diploma awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

活动策划、项目经理、企业传播专员、市场营销专员、业务专员、客户关系专员与公共关系专员等等。

Event Planner, Project Manager, Corporate Communications Executive, Marketing Executive, Business Executive, Customer Relations Executive & Public Relations Executive, etc.



提供活动策划的知识和技能，为学生铺平在相关领域就业及谋求发展的道路。

To provide students the event management knowledge and skills to enable them to gain employment and development in related fields.



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