

Career Exploration Seminar 1 - Marketing with Chartered Institute of Marketing

Dear Students,

You are invited to join the captioned seminar. This is actually the second time we cooperate with Chartered Institute of Marketing HK (CIMHK) to organize the Career Exploration Seminar to enhance your awareness of the growing importance of Marketing in the business sector.

What is the seminar about?

- Introduction of CIMHK
- Career prospects in the field of marketing
- Professional qualifications that are essential to marketing practitioners
- What is marketing all about? – From a toy marketer’s perspective

Who are the speakers?

Dr. CHOI Wing Leung, Honorary Secretary, CIMHK

Dr. CHOI Wing Leung possesses more than 20 years of experience in the international shipping industry. He holds a Marketing Diploma from the UK Chartered Institute of Marketing, a MBA in Strategic Marketing and a DBA from the University of Hull UK. Dr. Choi is currently teaching a range of marketing subjects including Relationship Marketing, Customer Relationship Management, Sales Management, Marketing Environment, and Advertising and Promotion.

Mr. Samuel Cheng, Marketing Director, Childford Industries Co. Ltd.

Mr. Samuel Cheng has over 14 years of experience in the field of marketing, particularly in the toys industry. Mr. Cheng holds a Postgraduate Diploma in Marketing of CIM.

Who should attend?

- Students who are interested in pursuing a career in the field of marketing
- Students who have not yet decided their concentration areas. Is marketing suitable for you?
- Students, no matter what their concentration area(s) is/are, who want to broaden their horizon by learning more about marketing, an important function of every company

Details of seminar:

Date: October 26, 2005 (Wednesday)

Time: 16:30 – 18:30

Venue: UCC C1 (Lecture Theatre C1, T. C. Cheng Building, United College)

Dress Code: Business casual (Shirt and trousers for gentlemen, shirt and trousers/skirt for ladies)

How to register?

Please register online at

<http://www.baf.cuhk.edu.hk/bba/eventreg/eventReg.asp?action=register&eventRef=55>
by **Monday, October 24, 2005.**

Remarks

To show your respect for the speakers and uphold the good image of CUHK students, please

- follow the dress code,
- remain silent when the speakers are presenting, and
- stay till the end of the seminar.

Undergraduate Office
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