

Language and Communication Seminar Series

English for Public Relations in Social Media

Target : all SCOPE students* and staff



Course Abstract

- To develop proficiency in creating effective and engaging contents in social media for public relations and enhance an organisation's positive brand image
- To create a variety of digital content formats and use their respective language styles in English
- To apply language skills for professional communication which aligns with the latest digital and technological trends

Speaker: Ms. Marina WATT



- Co-founder of Brandstorm Communications, an award-winning agency providing integrated communication services to a clientele including government agencies, blue-chip companies, philanthropic foundations, and non-profit organisations
- Possessing over 15 years of experience in different areas of communication including branding, public relations, and digital marketing
- Creator of A Little Something by Marina Watt, an online community with thousands of educators, parents, and education enthusiasts
- A current doctoral student in education from the University of Bristol
- An alumna of The University of Hong Kong (Master of International and Public Affairs, Bachelor of Arts majoring English and Translation)

Event Details

The contents of the two sessions are identical. Interested students may register for either **ONE** of the sessions.

Session 1

Date & Time : 8 June 2023 (Thursday), 2:00 pm – 3:30 pm

Venue : Room 2409, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong

Language : English and Cantonese

Fee : Free of charge

Quota : 30 (on a first come, first served basis)

Registration : apps.scope.edu/seminar/223-CE-21

Registration Deadline: 31 May 2023 (Wednesday)



Session 2

Date & Time : 8 June 2023 (Thursday), 7:30 pm – 9:00 pm.

Venue : Room 2409, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong

Language : English and Cantonese

Fee : Free of charge

Quota : 30 (on a first come, first served basis)

Registration : apps.scope.edu/seminar/223-CE-22

Registration Deadline: 31 May 2023 (Wednesday)

