



香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY

Organizer



市場學系
DEPARTMENT OF MARKETING
香港樹仁大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Co-organizers



cross-disciplinary introductory seminar

Digital Marketing Communications: Reviewing Current Practices in an Ever-changing Media Landscape

Rundown

- Date:** 2 April 2024 (Tue)
Time: 14:30-16:30 (HKT)
Venue: Hong Kong Shue Yan University, Research Complex, RLG208, & live streaming (Webinar)
- 14:30 Seminar begins
- 14:35 Welcoming Speech by Dr. Wang-on Alex LI,
Associate Professor & Associate Academic Vice President (University Research),
Hong Kong Shue Yan University
- 14:40 Presentation of souvenirs by Dr. Wang-on Alex LI to speakers
 1) Prof. Cheng Lu WANG, Professor of Marketing, University of New Haven, USA
 2) Mr. Eddy HUI, Vice Chairman, Association of Interactive Marketing, Hong Kong
- 14:45 Group photo
- 14: 50 Presentation by Prof. Cheng Lu WANG, Professor of Marketing, University of New Haven, USA
- 15:20 Question-and-answer session
- 15: 30 Presentation by Mr. Eddy HUI, Vice Chairman, Association of Interactive Marketing, Hong Kong
- 16:00 Question-and-answer session
- 16:10 Dialogue with speakers and participants:
 Prof. Cheng Lu WANG, Professor of Marketing, University of New Haven, USA
 Mr. Eddy HUI, Vice Chairman, Association of Interactive Marketing, Hong Kong
 Moderator: Dr. Fanny Fong-ye CHAN, Head & Associate Professor, Department of Marketing, The Hang Seng University of Hong Kong
 Question-and-answer session
- 16:25 Photo taking with speakers
 1) project team members, 2) Journalism & Communication departmental staff
- 16:30 Seminar ends; serving refreshments