

# Breaking Classroom Boundaries: Students Develop Real Marketing Strategy for Nikon

Enterprise Advisor – Ada Choy

**“If students only learn from textbooks, marketing remains a mystery to them,”** said Mr. Lam, BAFS teacher at UCCKE. Determined to bring theory to life, he designed a school-based project to spark creativity and engagement. Yet something was missing: real-world relevance. **“Their ideas were interesting,”** he reflected, **“but without a connection to actual business challenges, students lacked the motivation to push their thinking further.”**

## How the Collaboration Began

The collaboration took shape through CLAP@JC’s Enterprise Advisor program, which connects corporate members with schools to share their business expertise and resources. In 2024, Ada Choy, Managing Director of Nikon Hong Kong Limited, joined as an Enterprise Advisor. With extensive experience in marketing and brand strategy, and a passion for engaging the next generation, she recognized the value of young people’s perspectives—not just as future consumers, but as strategic thinkers. Paired with United Christian College (Kowloon East), Ada met the vice principal and the BAFS teacher in charge of Career Life Development, who shared how the school ran competitions and a yearly “live project” for BAFS students. The project’s focus on real-world business applications immediately caught her attention. After months of planning and several conversations, Nikon provided the Z30 camera and a set of project questions, inviting students to apply their learning in a real corporate context. The students’ final presentations in 2025 at Nikon’s head office were so insightful that this collaboration quickly became a key focus of our projects.



**“I genuinely wanted to hear how today’s business students would approach a real commercial problem,”** she said. **“Their language, their lens—it could unlock new possibilities for our brand.”**

## A Blueprint for Co-Creation

With support from CLAP@JC × Generation, a new school and corporate collaboration was born. Unlike traditional company visits or school talks, this initiative placed students at the heart of a real business challenge: developing a marketing strategy for the Nikon Z30 camera. “This wasn’t a simulation,” Ada emphasized. “We didn’t hand them the answers. Instead, we gave them a professional framework—budget constraints, market positioning, and brand guidelines—and invited them to think critically and creatively within it.”



Mr. Lam seamlessly integrated the project into the BAFS curriculum. Students took on the role of Nikon’s marketing consultants, applying concepts like the 4Ps and SWOT analysis to conduct market research, analyze competitors, and propose actionable strategies.

“This process helped students realize that textbook theories aren’t just academic—they’re tools for solving real business problems,” he said.

## A Win-Win Collaboration

The results were transformative. Students not only demonstrated strong theoretical foundations, but also developed essential workplace skills—communication, collaboration, and strategic thinking.

“Their performance in a professional setting far exceeded expectations,” Mr. Lam noted. “They showed maturity, confidence, and a strong understanding of business dynamics.”

For Nikon, the collaboration was equally rewarding. “The students’ insights were sharp,” Ada shared. “One team proposed a localized experience campaign rooted in youth culture. Their angle was so well-targeted, it sparked internal discussions within our team.” She added: “This experience confirmed that engaging with the next generation isn’t just a social responsibility—it’s a strategic investment in brand innovation.”



## Toward a Sustainable Model

This project exemplifies Benchmark 7 of the Hong Kong Benchmarks for Career & Life Development Framework: deep, sustained collaboration between education and industry.

“Without CLAP@JC × Generation, it would’ve been difficult to build this level of engagement,” Mr. Lam said. “They bridged educational vision with corporate resources.” Looking ahead, both parties hope to make this model a regular practice. Ada encouraged the business community: “Sharing real challenges with students doesn’t just inspire innovation—it cultivates future talent. It’s not a one-way contribution, but a two-way growth journey.”



## A New Vision for Career-Ready Learning

This pioneering initiative broke down the walls between classroom and commerce. It gave students exposure to the professional world—and empowered them to shape it. When education meets real-world challenges, young people don’t just learn; they also develop. They grow. They lead. They thrive.