

The Practice and Innovation of Marketing: Inspiring Future Talent

Enterprise Advisor – Bridget Ngan

In today's highly competitive market dynamic, creativity is key to successful marketing. Inspiring students' innovative thinking helps the job market cultivate the next generation of marketing professionals. In this case, Bridget Ngan, the Marketing Manager at the online marketing company Owlish Online Ltd., possesses rich market experience and deep industry insights. During his time as the school Enterprise Advisor



(EA) at Shun Tak Fraternal Association Wu Zhao Chi Secondary School, he applied his expertise to introduce creative marketing thinking into the school and sparked students' interest in the industry through engaging activities.

Understanding the Basic Principles of Marketing



In a series of activities, Bridget introduced students to the overview of the marketing industry. He compared the differences between traditional marketing and online marketing, explored the importance of brand management, and shared the common knowledge required for marketing. This impartation of knowledge not only helped students grasp the basic principles of marketing but also laid the groundwork for their future career development.

Planning Competitions to Inspire Creativity

To deepen students' understanding of the practical operations of marketing, Bridget organized a unique competition: students were tasked with creatively marketing a plain umbrella! The students formed different teams and utilized their strategies to promote the product, with the EA serving as a judge to select the most successful marketing idea. This competition not only introduced a competitive element but also encouraged students to learn from well-known brands in the market, absorbing insights from predecessors and transforming them into innovative ideas. For example, one student showcased the value of the umbrella through a unique "vegetable selling" approach, which left a lasting impression with its unconventional promotional method.



Bridget's experience at Wu Zhao Chi Secondary School demonstrates how the business community can engage in school marketing education by bringing professional knowledge and creative thinking into the classroom. This not only provides businesses with an opportunity to understand the next generation but also cultivates talent equipped with innovative thinking and market insights, highlighting the value of collaboration between the business community and enterprises.