

Corporate Communication at Tertiary Institutions

At Lingnan University, we train our students to be creative.

Students of Advertising and Integrated Marketing Communications are creative in informing, persuading and reminding customers and reinforcing attitudes and perceptions on customer relationships with brands, services or organizations.

The Department has invited practitioner Ms Helen Hung, Director of Public Affairs, Lingnan University, to share with us :



- ***How an education institution communicate with its stakeholders?***
- ***Characteristics & challenges***
- ***Planning effective communication strategies***

Please join the Guest Lecture for the course of MKT231- Advertising and Integrated Marketing Communications

Date: 12 November 2008 (Wednesday)
Time: 3:15 - 4:30 pm
Venue: NAB115, New Academic Block
Language: English

About the speaker:

Ms Helen Hung, who joined Lingnan University as Director of Public Affairs in February 2008, has had 20 years of experience in corporate communication at tertiary institutions, the private sector, and statutory boards.