



Case Example from HKBU

Subject area: Communication Studies

Course title: Children as Consumers: Marketing to the Youth

Course code: GDBU1867/GDSS1867

Having taught Advertising for more than 20 years, the teacher wanted to make sure that not only the course contents and materials stayed in tune with the global market, but that students would also be able to make connections with the application of the knowledge to a particular cultural context. In the General Education course “Children as Consumers” opened to students of all levels and disciplines, the teacher incorporated learning materials from her book, *Youth and Consumption* which comprises global and local content at a ratio of 4:6, into her class. The literature review generated from a global context was taught as theory inputs while the Hong Kong-based findings and analysis of case examples consolidated in-class discussions. Note-worthily, some of the case examples referencing Hong Kong were collected by the students of previous cohorts in the form of group or individual projects.

Take the assignment of one particular year as an example, students were asked to form mixed groups with local and non-local students to conduct research on the parental socialisation of money management in which face-to-face interviews with Hong Kong parents were required. The non-local students were thus given a chance to have an in-depth interaction with local participants. The mixed group team allowed students of diverse background to collaborate in qualitative data analysis as well as presentation of research findings.



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