

List of Placement Organizations 提供實習機構名單						
Prog No.	機構名稱	Organization Name (English)	Placement Title 1	Placement Description 1	Placement Title 2	Placement Description 2
P01	香港仔街坊福利會社會服務中心	Aberdeen Kai-fong Welfare Association Social Service Centre	Marketing Executive	1.協助構思及籌劃本會的中高齡人士就業計劃的宣傳及推廣，以吸引更多區內外中高齡求職人士 2.協助中高齡人士就業計劃製作和管理Facebook 3.協助策劃市集及網上商店活動	Project Officer	1.協助中心構思及籌備各項代際*活動的宣傳及推廣計劃，包括： 向地區人士及學校宣傳及推廣計劃義工服務-故事種籽同學會及教德樂課後支援服務； 為越時空之旅-高齡體驗活動擬定宣傳計劃及推行營銷策略； 協助義工服務系統建立、改善及試行工作 2.協助中心建立專業形象，推廣中心的代際服務，讓更多市民及地區團體、組織認識代際服務及其重要性； *代際-跨代關係
P02	關懷愛滋基金有限公司	AIDS Concern Foundation Limited	Marketing and Communications Summer Intern	-Assist to prepare and distribute marketing materials, digital internal and external newsletters, eDMs, publicity / media materials, annual report, etc. -Assist to handle event management duties including event materials writing, co-ordination for publications, photos & videos. -Update corporate external and internal website to ensure brand, message and content consistency -Assist to media interview, monitor and follow up media interviews and press releases	Marketing and Communications Summer Intern	-Assist to prepare and distribute marketing materials, digital internal and external newsletters, eDMs, publicity / media materials, annual report, etc. -Assist to handle event management duties including event materials writing, co-ordination for publications, photos & videos. -Update corporate external and internal website to ensure brand, message and content consistency -Assist to media interview, monitor and follow up media interviews and press releases
P03	關注婦女性暴力協會	Association Concerning Sexual Violence Against Women	Intern Assistant (Communication & Resource Development)	- Fundraising/donation strategy – Submit proposal of 1-2 fundraising activities including budget plan, marketing strategy, artwork design (if any), fundraising target and etc.; execution of the fundraising activities and evaluation; explore potential individual or group donors and networking plan. - Events – Assist the planning, ATL/BTL promotion and execution of the community education programs, e.g. communication screening, booth display, carnival/open day, as well as being the ambassador to spread the message of our mission statement: Promote gender equity, strive for zero sexual violence - Analysis – Provide a SWOT analysis of the organisation and suggest workable improvement, or; analysis of the past of existing donor recruitment plan/fundraising activities and suggestions.	Intern Assistant (Communication & Resource Development)	- Fundraising/donation strategy – Submit proposal of 1-2 fundraising activities including budget plan, marketing strategy, artwork design (if any), fundraising target and etc.; execution of the fundraising activities and evaluation; explore potential individual or group donors and networking plan. - Events – Assist the planning, ATL/BTL promotion and execution of the community education programs, e.g. communication screening, booth display, carnival/open day, as well as being the ambassador to spread the message of our mission statement: Promote gender equity, strive for zero sexual violence - Analysis – Provide a SWOT analysis of the organization and suggest workable improvement, or; analysis of the past of existing donor recruitment plan/fundraising activities and suggestions.
P04	福幼基金會	Caring For Children Foundation	Marketing & Promotion Officer	1. Improvement of org. promotion and marketing area to achieve higher standard and productivities; 2. Make use of social media skills to enhance NGO's brand building and position; 3. Planning, Implementing, Coordinating marketing events; 4. Suggest and propose pitching potential donors & companies; 5. Establish CSR project between our org. and potential companies; 6. Implement promotional events and relevant publicity and promotional programs; 7. Build network with press and media.	Fundraising & Project Officer	1. Improvement of org. fundraising area to achieve higher standard and productivities; 2. Create and plan a new fund-raising project for the org; 3. Planning, Implementing, Coordinating fundraising events; 4. Build collection with potential companies; 5. Volunteers networking.
P05	中華傳道會基石社會服務中心	CNEC Kei Shek Social Service Centre	中心暑期興趣班組統籌及督導員	負責籌備及管理中心暑期不同興趣班組，帶領欠缺經驗的班組導師設計班組課程，定期入班觀課及給予導師支援和評語，以提升導師的教授內容及課堂管理技巧。另外嘗試帶領及組織不同興趣班組導師了解成立社企的過程，做有關成立社企的資料搜集，調查區內不同中心/公司開辦興趣班組的資訊（例如一般興趣班組的市場價格、興趣班組的類別、那些興趣班組比較受歡迎等等），從而了解成立社企的可行性。	中心暑期興趣班組統籌及督導員	負責籌備及管理中心暑期不同興趣班組，帶領欠缺經驗的班組導師設計班組課程，定期入班觀課及給予導師支援和評語，以提升導師的教授內容及課堂管理技巧。另外嘗試帶領及組織不同興趣班組導師了解成立社企的過程，做有關成立社企的資料搜集，調查區內不同中心/公司開辦興趣班組的資訊（例如一般興趣班組的市場價格、興趣班組的類別、那些興趣班組比較受歡迎等等），從而了解成立社企的可行性。
P06	社區藥物教育輔導會	Community Drug Advisory Council	見習行政助理	籌辦社區活動，如抗毒嘉年華、街站、講座、頒獎禮等 協助推廣及建立機構形象(製作宣傳品、短片製作、社交媒體)，提升社會人士對機構認識 支援社會服務業務工作(如社會需求研究等)	見習行政助理	籌辦社區活動，如抗毒嘉年華、街站、講座、頒獎禮等 協助推廣及建立機構形象(製作宣傳品、短片製作、社交媒體)，提升社會人士對機構認識 支援社會服務業務工作(如社會需求研究等)
P07	煮饅易生產中心	CookEasy Production Centre	市場助理	協助推廣及宣傳機構產品及形象，聯絡及組織宣傳活動	生產助理	協助機構生產及營運安排，聯絡客戶及跟進訂單，跟進HACCP事宜等

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P08	職工盟教育基金有限公司	CTU Education Foundation Limited	資源發展助理	-為職工盟教育基金策劃及執行品牌形象、傳訊推廣等相關工作, 進一步提高公眾對職工盟理念和服務認識。並宣傳環保意識 -拍攝基層工友接受各類型職業培訓的實況,推廣成人教育, 工友自我增值, 自強不息的理念 -探索計劃與各企業合作機會和空間, 建立長遠伙伴關係	資源發展助理	-為職工盟教育基金策劃及執行品牌形象、傳訊推廣等相關工作, 進一步提高公眾對職工盟理念和服務認識。並宣傳環保意識 -拍攝基層工友接受各類型職業培訓的實況,推廣成人教育, 工友自我增值, 自強不息的理念 -探索計劃與各企業合作機會和空間, 建立長遠伙伴關係
P09	路向四肢傷殘人士協會	Direction Association for the Handicapped	公關傳訊助理	- 運用傳訊技巧、公關寫作、市場推廣及商業知識, 宣傳年度大型籌款活動 "花輓LOOK" - 尋找線上線下宣傳渠道向學校、商界作出招募 - 制作短片, 吸引大眾眼球, 同時招募義工	社區網絡助理	- 組織及聯繫會員、義工及地區人士, 籌辦社區活動, 建立互助網絡 - 尋找當區社區資源及巡視無障礙設施, 向相關部門反應, 以建設更共融社區, 增加會員歸屬感及出行意欲
P10	基督教香港信義會金齡薈	ELCHK Essence Hub	Project Coordinator	籌劃活動媒體廣告宣傳及協助活動進行。	Project Coordinator	籌劃活動媒體廣告宣傳及協助活動進行。
P11	膳心連基金	Foodlink Foundation	Assistant Marketing Officer	1. 為Foodlink設計合適的社會責任活動, 並尋找企業參與。 2. 研究如何提升Foodlink cooking studio的出租率	Assistant Marketing Officer	Review and design appropriate CSR activities for Foodlink; Conduct research on how to increase the leasing rate of Foodlink cooking studio
P12	銀杏館	GINGKO HOUSE	市場推廣實習生	1. 策劃及運用不同渠道(如: 製作宣傳品、拍攝短片、網上推廣等)推廣社企餐館業務發展; 2. 協助更新網上平台的最新資訊; 為相關業務作出數據搜集及分析 3. 訪問現職員工工作者就業之推廣, 以令更多人認識長者就業的需要	市場推廣實習生	1. 策劃及運用不同渠道(如: 製作宣傳品、拍攝短片、網上推廣等)推廣社企餐館業務發展; 2. 協助更新網上平台的最新資訊; 為相關業務作出數據搜集及分析 3. 訪問現職員工工作者就業之推廣, 以令更多人認識長者就業的需要
P13	樂土遊	GoHarvest Travel	Assistant Project Officer	Intern is expected to take up responsibilities in both GoHarvest Travel and Institute of Rural Development. Intern will be responsible for assisting in marketing and business development of GoHarvest Travel. Intern's duties will include, assisting in event planning and management, developing digital marketing strategies to promote products and liaising with marketing partners etc.	Assistant Project Officer	Intern will assist in communication work and fundraising campaigns of IRD, e.g. release of newsletters as well as website and social media management in order to boost online engagement. The intern will also involve in IRD's education-related projects in terms of planning, reporting and research. Interns will collaborate with each other to assist in GoHarvest Travel marketing and product development.
P14	牽手香港	HandsOn Hong Kong Limited	Corporate Program Intern	<ul style="list-style-type: none"> <li>●Provide support to HandsOn Hong Kong Corporate Program team specifically on corporate volunteering programs;</li> <li>●Coordinate logistical arrangements for corporate volunteering programs including applying for permits, booking coaches, preparing rundowns and delivering program packs;</li> <li>●Support the team on-site at these programs;</li> <li>●Support the team to draft Impact Reports, write up meeting notes, update outcome sheets, and maintain inventory levels and records;</li> <li>●Attend NGO/vendor meetings with the HandsOn team and provide secretarial support;</li> <li>●Develop and maintain the database of corporate accounts.</li> </ul>	Program Research Intern	<ul style="list-style-type: none"> <li>•Conduct program/Hong Kong issue overlay to analyze the current breadth of NGO partners that HandsOn Hong Kong is currently working with and how well HandsOn is addressing the needs of the local community / any potential service gaps.</li> <li>•Attend a range of volunteering activities and make observations on different aspects including service mode, volunteer experience etc in order to make recommendations that enrich the service experience.</li> <li>•Conduct qualitative interviews with select NGO partners and volunteer leaders to obtain feedback that will analysis of how well HandsOn is meeting the needs of our partners and potential areas for improvement or growth.</li> <li>•Deliver suggestions of HandsOn Hong Kong service gaps and recommend a list of potential NGOs that HandsOn should support in the coming year based on all the information collected.</li> </ul> Grant support: <ul style="list-style-type: none"> <li>•Assist with research that informs potential grants that HandsOn may apply for and manage the grantor list accordingly;</li> <li>•Assist with the drafting of any upcoming grants for HandsOn to apply for;</li> </ul> Admin: <ul style="list-style-type: none"> <li>•Develop and maintain HOHK database of NGO, volunteer and marketing contacts</li> </ul> Presentation of findings and learnings upon the end of the internship.

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P15	香海正覺蓮社佛教教育護理安老院	Heung Hoi Ching Kok Lin Association Buddhist Po Ching Care And Attention. Home for the Aged Women	社區伙伴領袖	協助推行社區網絡的工作，與社區不同團體聯繫合作，聯絡義工等，讓社區人士認識安老院舍服務，及推廣共融訊息。	社區伙伴領袖	協助推行社區網絡的工作，與社區不同團體聯繫合作，聯絡義工等，讓社區人士認識安老院舍服務，及推廣共融訊息。
P16	香港聖公會麥理浩夫人中心 「社區互惠銀行」計劃	HKSKH Lady MacLehose Centre People's Talents Bank Project	Marketing Executive	網絡捐贈；建立品牌形象；推廣計劃 network donors; project branding and promotion	Marketing Executive	網絡捐贈；建立品牌形象；推廣計劃 network donors; project branding and promotion
P17	香港基督教女青年會秀群松柏社區服務中心	HKYWCA Ellen Li District Elderly Community Centre	計劃推廣及傳訊助理	1. 推廣網絡平台 (Apps, Facebook等) 的使用 2. 利用不同類型媒介 (如文字、影片及出版) 紀錄及整理活動資訊 3. 協助推動跨代共融計劃之小組及活動，拓展地區合作伙伴	計劃推廣及傳訊助理	1. 推廣網絡平台 (Apps, Facebook等) 的使用 2. 利用不同類型媒介 (如文字、影片及出版) 紀錄及整理活動資訊 3. 協助推動跨代共融計劃之小組及活動，拓展地區合作伙伴網絡
P18	香港乳癌基金會有限公司	HONG KONG BREAST CANCER FOUNDATION LIMITED	Project Intern – PR & Communications	Assist in logistics arrangement for events; Market research for enhancement of fundraising efforts; System establishment for work efficiency; Administrative support for team members; Media analysis for publicity opportunities; Editorial assistance	Research Intern – Breast Cancer Research Centre	To provide research and administrative support for the Breast Cancer Research Centre, duties include: 1. Conducting interviews with breast cancer patients in a professional manner; 2. Performing data validation and data entry; 3. Compiling statistical tables and charts using computer software (Word, Excel, Powerpoint)
P19	失明人互聯會	Hong Kong Federation Of The Blind	Assistant Project Manager 助理項目經理	本會旗下的WeTV無障礙媒體，致力制作各類型短片，希望拉近大眾與殘疾人士之間的距離。視乎實習生興趣及才能，他們將會負責以下幾項工作： 1/ 策劃O2O (Online to Offline) 活動，如蒙眼體驗/摸黑煮飯，加強粉絲對WeTV忠誠度 (loyalty) ； 2/ 運用大學生常用社交媒體，推廣WeTV品牌，令更多大學生認識WeTV及認同我們的理念；	Marketing Assistant	1/ 參與製作殘疾人士短片，聯絡KOL或知名人物crossover拍攝； 2/ 聯絡其他殘疾團體，建立伙伴合作關係，發掘有潛質之殘疾KOL
P20	香港傷健協會	Hong Kong PHAB Association	Corporate Communication and Development Intern	Help to develop a product brand contains 4 different product lines of handcraft made by our member. The intern may need to evaluate existing products, to conduct market research, help to confine the Brand image, provide a marketing plan, and help to execute the plan in the beginning stage	Corporate Communication and Development Intern	Help to develop a product brand contains 4 different product lines of handcraft made by our member. The intern may need to evaluate existing products, to conduct market research, help to confine the Brand image, provide a marketing plan, and help to execute the plan in the beginning stage
P21	香港融樂會	Hong Kong Unison	Admin Intern	1. Implantation of organization's annual programme (including annual fundraising activity and award ceremony) 2. Publicity and brand building activities of the organization: production of agency leaflet 3. Implantation of public education programme in the community in raising public awareness on racial equality and inclusiveness	Program Intern	1. Implantation of organization's annual programme (including annual fundraising activity and award ceremony) 2. Publicity and brand building activities of the organization: production of agency leaflet 3. Implantation of public education programme in the community in raising public awareness on racial equality and inclusiveness
P22	心晴行動行動慈善基金	Joyful (Mental Health) Foundation	Marketing Trainee	實習生有機會獨立負責機構活動，所涉及範圍包括文書、策劃、調查、研究及落區實踐，接觸社會不同階層，宣傳和推廣本機構之宗旨 - 情緒健康。	Marketing Trainee	實習生有機會獨立負責機構活動，所涉及範圍包括文書、策劃、調查、研究及落區實踐，接觸社會不同階層，宣傳和推廣本機構之宗旨 - 情緒健康。
P23	童協基金會	Kids4Kids Limited	Community Engagement Intern (Buddy Reading Programme)	•To monitor each Buddy Reading session to ensure smooth facilitation •To prepare session outline and activities, lead icebreaking games •To oversee participants involved in each Buddy Reading session, engaging volunteers aged 8+ or above and beneficiaries aged 12 and under •To liaise with site managers at community centers •To assist Community Engagement Coordinator in other tasks related to the Program	Marketing & Communications Intern	•To prepare visual presentations by designing art and copy layouts for promotional displays, marketing brochures, etc. for Kids4Kids programs and events •To support Kids4Kids staff in digital content development, including newsletter, website, and social media •To work closely with Executive Director and Program Manager on fine-tuning messaging, branding, and other program communications

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P24	生命工場	Life Workshop	個體小店支援計劃工作人員 (推廣)	2013至2015年，我們推行「REstore 個體小店文化保育及重現計劃」，其中一個項目鼓勵老店融入創新意念，合作設計新產品在REstore 實體舖發售。及後REstore以社企形式營運至今，2018年起更獲「香港誠品」邀請於尖沙咀誠品生活店內開設專櫃。期望實習學生利用他們所學的營商技巧，策劃社交媒體與網上宣傳、短片製作及產品銷售工作，協助計劃推廣以提升公眾對機構及REstore之認識，增加人流及銷售額。	扶貧服務工作人員 (資源拓展)	自2015年起本機構推行兒童發展基金計劃，為小四至中三清貧學生提供服務，當中包括與商界協作，籌募津貼，以作配對供款之用。計劃更需拓展各類型之藝術及個人發展體驗，讓參加者可以及早計劃個人職誌，並初步實踐。能獲得商科實習學生策劃及協助與商界及藝術團體結連，拓展本計劃的各類型資源，更貼近市場狀況，將為本服務注入新動力。
P25	新福事工協會有限公司	Mission To New Arrivals Limited	Communication Assistant	Assist in design MNA fact sheet and prepare marketing collateral, interview MNA participator and receiver story, assist in video making and program documentary.	Marketing Assistant	Assist in design handicraft Social Enterprise fact sheet and prepare marketing collateral
P26	PathFinders Limited	PathFinders Limited	Business Programmes Intern	<ul style="list-style-type: none"> <li>•Manage PathFinders' donor database and donation records</li> <li>•Coordinate fundraising, Corporate Social Responsibility and community events</li> <li>•Prepare communications materials, and manage digital communications channels</li> <li>•Research local and global corporates, foundations and other potential donor organisations, to identify new funding sources</li> <li>•Prepare grant applications and concept notes</li> <li>•Manage corporate volunteer projects</li> <li>•Provide administrative support to Pathfinders Business Programme team, in particular the CEO, COO and Business Development Manager</li> </ul>	Business Programmes Intern	<ul style="list-style-type: none"> <li>•Manage PathFinders' donor database and donation records</li> <li>•Coordinate fundraising, Corporate Social Responsibility and community events</li> <li>•Prepare communications materials, and manage digital communications channels</li> <li>• Research local and global corporates, foundations and other potential donor organisations, to identify new funding sources</li> <li>•Prepare grant applications and concept notes</li> <li>•Manage corporate volunteer projects</li> <li>•Provide administrative support to Pathfinders Business Programme team, in particular the CEO, COO and Business Development Manager</li> </ul>
P27	民社服務中心	People Service Centre	活動幹事	<ol style="list-style-type: none"> <li>1. 跟進糧友行動「FOOD-RAISING」食物收集活動之日常工作;</li> <li>2. 宣傳及邀請學校、公司、機構參與活動;</li> <li>3. 籌備節日食物回收工作;</li> <li>4. 協助到學校及不同機構進行教育工作，例如工作坊、講座等;</li> <li>5. 其他文書工作</li> </ol>	活動幹事	<ol style="list-style-type: none"> <li>1. 跟進糧友行動「FOOD-RAISING」食物收集活動之日常工作;</li> <li>2. 宣傳及邀請學校、公司、機構參與活動;</li> <li>3. 籌備節日食物回收工作;</li> <li>4. 協助到學校及不同機構進行教育工作，例如工作坊、講座等;</li> <li>5. 其他文書工作</li> </ol>
P28	肺積塵互助會	Pneumoconiosis Mutual Aid Association	短期發展幹事	中心將訂劃未來一年成立社企，故希望學生能為我們作執行資料搜集工作，並作出調查及分析市場的需求，進以讓我們能以商界觀點去擬定未來社企規劃，亦期望同學給予可行性報告及討論。另外，希望同學能協助在媒體網站宣傳及訊息傳開，進以提昇外間對工傷及嚴重職業病的認識及關注。	短期市場推廣幹事	中心將訂劃未來一年成立社企，故希望學生能為我們作執行資料搜集工作，並作出調查及分析市場的需求，進以讓我們能以商界觀點去擬定未來社企規劃，亦期望同學給予可行性報告及討論。另外，希望同學能協助在媒體網站宣傳及訊息傳開，進以提昇外間對工傷及嚴重職業病的認識及關注。
P29	長者安居協會	Senior Citizen Home Safety Association	Social Enterprise Promotion and Client Relations Intern	<ol style="list-style-type: none"> <li>1. To assist social enterprise promotion activities of EasyHome Services and Good Hand Project, includes interview with stakeholders, video production, marketing content drafting, event preparation, etc.</li> <li>2. To support relationship engagement, includes coordinating gatherings with partners, trainings for staff, meetings with related parties and conducting client satisfaction survey, etc.</li> <li>3. To sustain operation of social enterprise, includes client enquiry, portal maintenance, interface UAT, data migration, operational flow review, quality management, etc.</li> </ol>	Project Assistant	Coordinate in fundraising campaigns; data mining; administration tasks related to donations; other adhoc tasks assigned by supervisor
P30	共廚家作	Sharing Kitchen HK	Assistant Marketing Executive	assist in operation, marketing strategy planning	Assistant Marketing Executive	assist in operation, marketing strategy planning
P31	龍耳有限公司	Silence Limited	項目助理	1. 協助拍攝STV 龍耳電視工作	項目助理	1. 活動策劃及推行 2. 協助聾人/弱聽人士就業技巧培訓班
P32	南葵涌社會服務處	SOUTH KWAI CHUNG SOCIAL SERVICE	活動助理	策劃社企宣傳項目，包括復康服務、言語治療服務及長者專門店等	活動助理	銷售長者用品、設計社企單張、策劃及執行社企產品及服務宣傳策略

List of Placement Organizations 提供實習機構名單						
Prog No.	機構名稱	Organization Name (English)	Placement Title 1	Placement Description 1	Placement Title 2	Placement Description 2
P33	大埔浸信會社會服務處	Tai Po Baptist Church Social Service	公共關係幹事	<p>1.開拓社交媒體宣傳平台 推廣中心兒童及家庭活動及提升中心形象，主要工作包括：進行社交媒體推廣：facebook和youtube；推廣本處特殊學習需要服務的手機應用程式；優化現時機構網頁的功能，務求提升中心的知名度和吸引更多人參與中心活動。</p> <p>2. 兒童及家庭社會服務地區需要及市場分析 收集及分析（一般服務及特殊學習需要服務）：人口比例、經濟地位、相關服務類別、收費、服務輪候情況、宣傳策略、服務者意見收集。</p> <p>3. 與社工協同籌備和帶領商界展關懷活動/實旗籌款活動 於暑假期間，為基層或特殊學習需要學童籌備多元化活動/實旗籌款活動，如參與實旗籌備及與附近科學園、大埔工業村及大埔區大型商場友好企業合作，讓商界義工參與其中，為學童創造增廣見聞及學習的機會及讓商界員工更了解有需要學童的情況。</p> <p>4. 走訪自負盈虧社會服務機構進行探訪 了解與本處類近服務種類及模式的機構的運作、服務、管治、財務、人手、資源運用情況等。</p> <p>應用商科知識及相關技能： 商業溝通法(Business Communication) 管理學(Management) 效率理論(Efficiency Theory) 市場學(Marketing) SWOT 分析,宣傳方式 計量企業學(Quantitative Methods)</p>	公共關係幹事	<p>1.開拓社交媒體宣傳平台 推廣中心兒童及家庭活動及提升中心形象，主要工作包括：進行社交媒體推廣：facebook和youtube；推廣本處特殊學習需要服務的手機應用程式；優化現時機構網頁的功能，務求提升中心的知名度和吸引更多人參與中心活動。</p> <p>2. 兒童及家庭社會服務地區需要及市場分析 收集及分析（一般服務及特殊學習需要服務）：人口比例、經濟地位、相關服務類別、收費、服務輪候情況、宣傳策略、服務者意見收集。</p> <p>3. 與社工協同籌備和帶領商界展關懷活動/實旗籌款活動 於暑假期間，為基層或特殊學習需要學童籌備多元化活動/實旗籌款活動，如參與實旗籌備及與附近科學園、大埔工業村及大埔區大型商場友好企業合作，讓商界義工參與其中，為學童創造增廣見聞及學習的機會及讓商界員工更了解有需要學童的情況。</p> <p>4. 走訪自負盈虧社會服務機構進行探訪 了解與本處類近服務種類及模式的機構的運作、服務、管治、財務、人手、資源運用情況等。</p> <p>應用商科知識及相關技能： 商業溝通法(Business Communication) 管理學(Management) 效率理論(Efficiency Theory) 市場學(Marketing) SWOT 分析,宣傳方式 計量企業學(Quantitative Methods)</p>
P34	基督教協基會社會服務部	The Church of United Brethren in Christ - social service division	Marketing Assitant	<p>推廣社企品牌，計劃市場推廣活動，擴闊客戶網絡，處理客戶需求、報價、聯絡及參與活動製作，並與客戶保持良好關係。</p>	Marketing Assistant	<p>推廣社企品牌，計劃市場推廣活動，擴闊客戶網絡，處理客戶需求、報價、聯絡及參與活動製作，並與客戶保持良好關係。</p>
P35	香港聾人福利促進會新界綜合服務中心(良景)	The Hong Kong Society for the Deaf- New Territories Multi-service Centre (Leung King)	Fundraising and Marketing Officer	<p>Assist in liaison work of volunteers and community activities as well as database management</p>	Fundraising and Marketing Officer	<p>Assist in liaison work of volunteers and community activities as well as database management</p>
P36	香港心理衛生會	The Mental Health Association of Hong Kong	項目助理 Project Assistant	<p>1.協助機構籌辦籌款活動的工作，包括： 構思籌款宣傳策略 協助機構拓展捐獻者及活動贊助 協助籌款活動的協調及聯絡工作 整理捐獻者資料庫</p> <p>2.協助籌辦機構65週年慶祝活動的工作，包括： 構思慶祝活動形式 協助機構拓展活動贊助 協助慶祝活動的協調及聯絡工作</p> <p>3.協助機構籌辦公眾教育活動的推廣工作 利用社交媒體及網站宣傳機構服務 構思機構策略及宣傳品 協助活動的協調及聯絡工作</p>	項目助理 Project Assistant	<p>1.協助機構籌辦籌款活動的工作，包括： 構思籌款宣傳策略 協助機構拓展捐獻者及活動贊助 協助籌款活動的協調及聯絡工作 整理捐獻者資料庫</p> <p>2.協助籌辦機構65週年慶祝活動的工作，包括： 構思慶祝活動形式 協助機構拓展活動贊助 協助慶祝活動的協調及聯絡工作</p> <p>3.協助機構籌辦公眾教育活動的推廣工作 利用社交媒體及網站宣傳機構服務 構思機構策略及宣傳品 協助活動的協調及聯絡工作</p>
P37	明光社	The Society for Truth and Light	傳訊助理	<p>協助提昇品牌形象 (Build Corporate Image) 及籌款 (Fund Raising)</p>	策劃活動助理	<p>藉短片及動畫構思、街訪及資料搜集，推廣中學通識生命教育工作。</p>
P38	東華三院樂情軒精神健康推廣及教育服務中心	TWGHs Lok Ching Community Mental Health Promotion and Education Service Centre	Assistant Marketing and Promotion Officer	<p>1. Formulating marketing plan on social media 2. Conducting workshop on promoting mental health 3. Filming promotional video</p>	Assistant Marketing and Promotion Officer	<p>1. Formulating marketing plan on social media 2. Conducting workshop on promoting mental health 3. Filming promotional video</p>

List of Placement Organizations 提供實習機構名單						
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P39	宏施慈善基金	Windshield Charitable Foundation	宣傳策劃幹事	<p>-協助推廣及建立機構形象 (例如: 更新機構網頁、設計宣傳品、製作短片介紹機構或活動、社交媒體宣傳及撰寫新聞稿等), 提升社會人士對機構的認識。</p> <p>-協助宣傳即將投入服務的新服務點(互助站), 讓鄰近互助站的屋邨居民(長者及新來港人士)認識機構及加入成為會員, 以發掘社區內的有潛在支援需要的人士。</p> <p>-到訪機構轄下的服務單位, 了解各單位的服務特色, 從中取材, 為機構服務宣傳工作作準備, 確立宣傳定位及介入點。</p> <p>-為互助站設計及統籌一個短期活動, 可包括課程或活動, 圍繞學術支援、個人成長、個人發展或社區共融範疇(例如: 廣東話課程、英語課程、帶領參觀活動、走訪社區活動等), 以協助受惠人士融入社區。</p>	宣傳策劃幹事	<p>-協助推廣及建立機構形象 (例如: 更新機構網頁、設計宣傳品、製作短片介紹機構或活動、社交媒體宣傳及撰寫新聞稿等), 提升社會人士對機構的認識。</p> <p>-協助宣傳即將投入服務的新服務點(互助站), 讓鄰近互助站的屋邨居民(長者及新來港人士)認識機構及加入成為會員, 以發掘社區內的有潛在支援需要的人士。</p> <p>-到訪機構轄下的服務單位, 了解各單位的服務特色, 從中取材, 為機構服務宣傳工作作準備, 確立宣傳定位及介入點。</p> <p>-為互助站設計及統籌一個短期活動, 可包括課程或活動, 圍繞學術支援、個人成長、個人發展或社區共融範疇(例如: 廣東話課程、英語課程、帶領參觀活動、走訪社區活動等), 以協助受惠人士融入社區。</p>
P40	香港基督教青年會西九龍耀信發展學習中心	YMCA of Hong Kong Beacon Centre Lifelong Learning Institute	Marketing Intern	<p>Marketing Intern will mainly assist in developing promotion campaigns for the second hand book shop with elderly volunteers. At the same time, he/she will assist in organizing events during summer period to develop "Toy Replay" program, which aims to collect and reuse second hand toys for creative art installation and other educational use apart from the donating purpose. Duties include:</p> <ol style="list-style-type: none"> <li>1) To design and upgrade promotion materials for the programs and events;</li> <li>2) To formulate online marketing strategy and manage the social media channels of the programs and events;</li> <li>3) To conduct market research and SWOT analysis related to the programs;</li> <li>4) To organize community based events to connect the programs with the local residents;</li> <li>5) To assist in program operations, including answering enquiries, logistic support, promotion etc;</li> <li>6) To assist in preparing finding proposal and other presentation materials;</li> <li>7) To assist in the centre's SE development with specific business model</li> </ol>	Marketing Intern	<p>Marketing Intern will mainly assist in developing promotion campaigns for the second hand book shop with elderly volunteers. At the same time, he/she will assist in organizing events during summer period to develop "Toy Replay" program, which aims to collect and reuse second hand toys for creative art installation and other educational use apart from the donating purpose. Duties include:</p> <ol style="list-style-type: none"> <li>1) To design and upgrade promotion materials for the programs and events;</li> <li>2) To formulate online marketing strategy and manage the social media channels of the programs and events;</li> <li>3) To conduct market research and SWOT analysis related to the programs;</li> <li>4) To organize community based events to connect the programs with the local residents;</li> <li>5) To assist in program operations, including answering enquiries, logistic support, promotion etc;</li> <li>6) To assist in preparing finding proposal and other presentation materials;</li> <li>7) To assist in the centre's SE development with specific business model</li> </ol>