

學生分享	Students' Sharing
Sharon - 市場及管理	Sharon – Marketing Management
因為那時候我進入大學之前	Before I entered university
已經對活動管理這個行業有興趣	I was already interested in event management
所以那時我就想選擇市場管理	Therefore, I wanted to choose marketing management
來了解多些這一方面的知識	To know more related knowledge
之後對我的職業有用	That will benefit my future career
因為我讀的是市場管理	Since my major subject is marketing management
所以我這一科比較著重市場多一點	It stresses more on marketing
管理比較少例如人力資源那些	And stresses less on management, such as human resources
大部份都是注重在市場方面	Mainly emphasizes on knowledge of marketing
我的學校有六個單元	I have 6 units in my school
第一年和第二年都有選修科	There are elective courses in years 1 and 2
可以自行選擇例如經濟	You are free to choose, such as Economics
可能商業的技巧都會在選修科的單元學到	You may also learn some business skills in the elective units
其實基本上大學的上課時間比起中學相對少	The lesson time in university is less than secondary school basically
但第一年我記得我是有休假的	However, I remember that I had day off in year 1
第二年就開始每天都要上課	And I have started to have lesson every day since year 2
但一日可能只是上兩個課堂	I may need to have two lessons in a day
最多三個課堂	At most three lessons
有研究班	There are tutorials, too
我覺得讀市場管理	I think the difference between studying marketing management
與其他商業的科不同的地方是	and other business-related subjects is that
它需要較多創意和創新	It requires more creativities and innovations
因為這一科要不停構思不同想法	As this major subject is about conceiving different ideas
又要不斷留意和觀察身邊有趣的事物	And paying attention and observing what's interesting around us
要跟隨趨勢	You need to follow the trend
不能只困在自己的框框內	You cannot be trapped in your own box
要發掘多一些不同的事物	You need to explore different possibilities
首先說一下得著	Let's talk about the reward first
我覺得很多人都說這一科人人都讀到	I know many people will say that anyone can study this major subject
但這一科的知識其實很多都是專業的	However, there is actually a lot of professional knowledge in this subject
實際親身經驗可能不同才可以一點一滴累積	And you need to build up your personal experience step by step
所以我覺得實際經驗是對我最大的得著	Therefore, I think my experience is my biggest reward
一定要多嘗試，不要怕犯錯	You need to try more, don't be afraid of making mistakes
不介意分享自己的想法	Or sharing your own opinions
在市場計劃書	In a marketing plan

可能多跟教授說自己的想法	You may express more of your ideas to your professor
這樣我覺得是最大的得著	I think that's my biggest reward
我覺得修讀這一科	For studying in this subject
雖然市場管理已經是競爭很大的科目	Although it is already very competitive
很多人都說找工作很困難	And many people said that it is hard to find a job
但我覺得最重要的是不怕嘗試	The most important thing is that you cannot be afraid of trying
不要只看在課本上的知識	Don't just depend on what's on the book
要自己尋找到多一點機會去發掘	You need to find more chances to explore
去學一些書本以外的知識	the knowledge outside the books
去獲得實際經驗，會得到更多	You earn some real experience, you will learn a lot