

BCM210 Guest Speakers

Held on 22 Jan. 2019, during the BCM210 subject: Research Methods in Media and Communication, guest speakers: Wesley Wu, Research Director from CRG, a consumer research company and Claudia Leung, Head of Growth from Imsure, a FinTech company, shared numerous examples of consumer and audience research projects. This was a good opportunity for students to learn about real research taking place in various fields including banking, fast moving consumer goods, and media services. The guest speakers shared advice about using different analysis tools and shared their knowledge and experience in research design aimed at understanding consumer behavior.

Students appreciated the talk, and Ms Leung even invited students to apply for internships and freelance creative projects.

Photo Highlights



