

市務營銷專才 提升普通話水平及溝通技巧

香港與內地的經貿關係愈來愈密切，良好的普通話語言水平及溝通技巧，對於經常需要出席社交或商業場合的市務營銷專才日益重要。要促進與內地客戶、工作夥伴、供應商及傳媒的溝通合作，擁有足夠的行業、產品及市務知識固然重要，掌握市務行業普通話用語及豐富會話內容、優秀的溝通技巧也不可忽視；要實踐進修計畫，除了慎選有信譽的培訓機構外，還需選擇合適的課程內容，以配合工作所需。

本校的「實用市務營銷普通話課程」是本港市務營銷專才進修普通話的首選。課程內容專為本港市務人員而設計，課程內容緊貼市場脈搏，包括市場策略、廣告與推銷、顧客關係管理（CRM）及電子商務等課題，切合行業所需；更特別加插市場學理論部分，讓學員可溫故知新，重溫知識，引導學員思考及豐富課堂討論內容。採用持續性評估模式，讓導師了解學員學習進度，按學員需求針對性地給予專門指導，促進教學及學習成效，全面提升普通話水平。

課程設計切合具備普通話語音知識的人士報讀，重點鞏固語音，提升說話準確度及流暢度，配合實用性的課題及練習，透過課堂活動如：情景會話、廣普對照、小組討論、國內新詞、演說練習等，以互動輕鬆的模式鍛鍊普通話，提升說話能力。學員進修普通話之餘，同時掌握市務詞彙及會話，了解兩地文化異同，有助與內地人士洽商合作，開拓市場。

楷博小檔案

楷博語言中心（前香港普通話專科學校）擁有三十七年教學經驗，其宗旨為港人提供優質及專業的普通話培訓，提升普通話水平。所有導師均以普通話為母語，並於國家語委普通話水平測試中考獲一級成績，為學員提供正統的訓練。本校共設三所校舍，是全港規模最大的普通話培訓機構之一。



課程查詢及報名：

院校：楷博語言培訓（前香港普通話專科學校）

查詢：（旺角）2625 1128 /（灣仔/金鐘）2328 0912

網址：www.putonghua.com



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