**BU CLAP-TECH showcase description**

BU CLAP-TECH is part of the Jockey Club's Multiple Pathways Programme, offering two major programmes in Information and Communication Technology and Creative Media to develop students' skills and interests. The institution has appointed a View-in team to disseminate promotional messages to publicize the Higher Diploma in Data Science to attract students to enroll in the programme, and make the programme more widely known.

「鼓掌 – 創新教育歷程」（CLAP-TECH）屬賽馬會多元出路計劃項目，提供資訊與通訊科技及創意媒體兩大課程予學生培養技能及興趣。院校任命View-in團隊發放推廣訊息，宣傳數據科學高級文憑，吸引學生報讀，讓更多人了解課程。

MOBILE CAMPAIGN

MEDIA PLANNING

DESIGN PRODUCTION

MOBILE MESSAGE