



HUMAN RESOURCES & MANAGERIAL SERIES

STRATEGIC GROWTH OF SOUTH CHINA MORNING POST IN THE COMPETITIVE MEDIA INDUSTRY

Seminar Content:

You will learn the successful business career of Fredi Tam, our BCom HRM alumnus, and how he leads the strategic growth of South China Morning Post.

Outline:

1. **SCMP's Growth Strategy:** Direct subscription and indirect advertising and event revenues
2. The media competitive landscape
3. Strategic initiatives and partnerships of SCMP



Fredi Tam

Digital Marketing Manager
South China Morning Post

Our UG Programme, *Bachelor of Commerce (Hons.) in Human Resources Management*, will also be introduced at the end of the seminar !



9 MARCH 2026
(MONDAY)



11:30 - 12:30



SMC 701,
SHEK MUN
CAMPUS



<https://bit.ly/3ZlQ48b>

ALL STUDENTS ARE WELCOME!



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Language: English