



# A Marketing and Public Relations graduate is now a commercial pilot

## Otto Choi Hang

Bachelor of Arts in Marketing and Public Relations

In a knowledge-based economy such as Hong Kong, corporations demand increasingly higher academic qualifications of their employees and a degree certificate is deemed as the basic entry requirement. For Otto Choi Hang, a 2009 graduate of the Bachelor of Arts in Marketing and Public Relations, his training and degree qualification acquired from PolyU SPEED helped him achieve his dream job as a pilot.

### From graduation to pilot test

#### One step closer to the sky

Otto explained that he selected the PolyU SPEED programme as its subject contents are practical, covering strategic public relations and integrated marketing communications. He enjoyed the programme for its compatibility with his outgoing and outspoken personality. Also, the practical knowledge that he acquired can be readily applied in the workplace.

Upon graduation from PolyU SPEED, Otto joined the disciplined force of the Hong Kong SAR Government. Being a man of action, he liked the challenges of the work. However, he found himself becoming more passionate about being a commercial aircraft pilot. To fulfil his dream of flying, he took leave from work to study aviation courses

abroad. After passing the aviation examinations, he became a qualified private pilot.

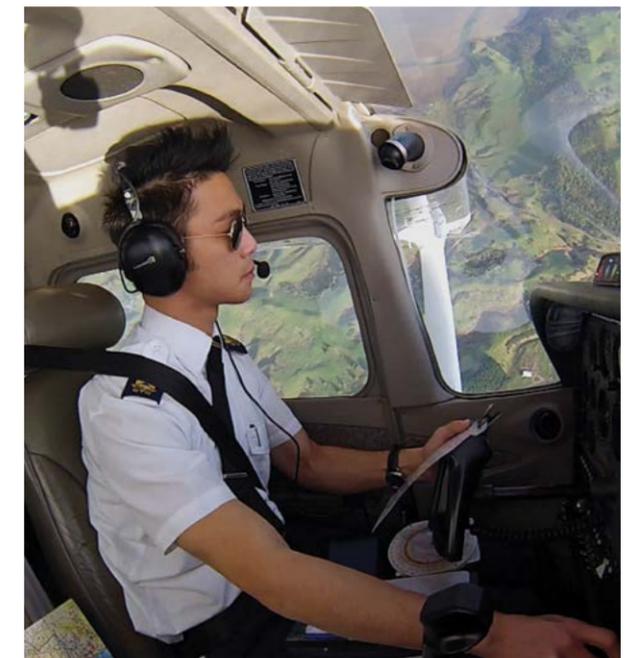
Opportunity comes to those who are well prepared. In 2012, when a local airline company was recruiting cadet pilots, he jumped at the long-awaited chance. After rounds of interviews and tests, Otto was selected as one of the 12 trainees to join the company's first pilot training scheme in New Zealand. At present, being a second officer, he is undergoing specialised training to master the operation of various types of commercial aircraft apart from his normal civil aviation duties. He is also required to undertake a regular series of rigorous assessments.

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### Training ground for developing initiative and inquisitiveness

Talking about the greatest benefit he gained from PolyU SPEED, Otto said the programme helped him boost his academic qualifications so that he can realise his dream of flying. Also, it has developed in him a proactive attitude to learning. “The lecturers are very willing to motivate students to nurture their initiative in solving problems. Such cultivation of initiative was useful for my pilot training and current work, as pilots have to make independent judgments and solve imminent problems before and during the flight. Also, I was impressed by the harmonious learning ambience at PolyU SPEED. I hope to build a similar atmosphere in my crew.”

Otto shared with his fellow students at PolyU SPEED a common saying in the aviation industry: “Your attitude will determine your altitude.” He said. “Be positive and keep reminding yourselves to aim higher. Eventually you will reach the vast blue sky.”



Otto received stringent training to master the operation of a commercial aircraft.