

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : *Communication Studies (*COMM STUDIES)

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
Required Courses (#R-COMS-CORE-001)				
	COMM1005	Introduction to Communication	3.00	C
Elective Courses (#R-COMS-ELECT-001)				
	ORGC2016	Culture, Society and the Media	3.00	E
	ORGC2027	Interviewing	3.00	E
	PRAD2005	Introduction to Public Relations and Advertising	3.00	E
Elective Courses (#R-COMS-ELECT-002)				
	ORGC2005	Group Communication	3.00	E
	ORGC2015	Computer Mediated Communication	3.00	E
	ORGC2025	Interpersonal Communication	3.00	E
	ORGC3025	Argumentation	3.00	E
	ORGC3036	Rhetorical Approaches to Communication	3.00	E
	ORGC4027	Current Topics in Organizational Communication	3.00	E
	ORGC4036	Organizational Decision Making and Problem Solving	3.00	E
	PRAD3006	Media Planning	3.00	E
	PRAD3015	Consumer Perspectives in Public Relations and Advertising	3.00	E
	PRAD3017	Digital Public Relations	3.00	E
	PRAD3026	Mobile and Social Network Communication	3.00	E
	PRAD3036	Strategic Issues and Reputation Management	3.00	E
	PRAD3055	Special Topics in Public Relations and Advertising	3.00	E
	PRAD4005	Crisis Communication and Public Relations	3.00	E
	PRAD4025	Branding and Communication	3.00	E
	PRAD4036	Social Communication and Advertising	3.00	E

- Remarks:
1. For non-COMM students of 2012 & 2013 intakes only.
 2. Students are required to take two courses from #R-COMS-ELECT-001 with different prefix.
 3. Students are required to take two courses from #R-COMS-ELECT-002 with different prefix.
 4. To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

* 4-Year Curriculum